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THE FIRST AI STEPS THAT TERRIFIED THE WORLD: A RETROSPECTIVE

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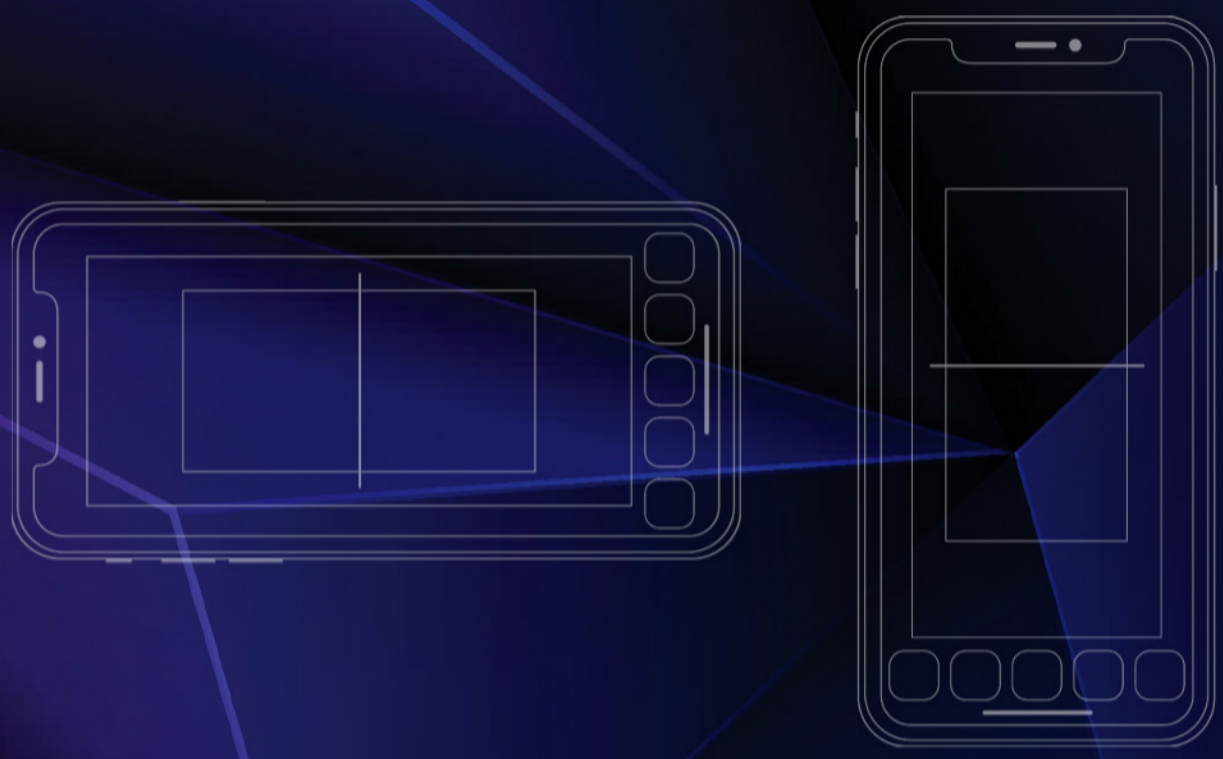

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2023 in Review

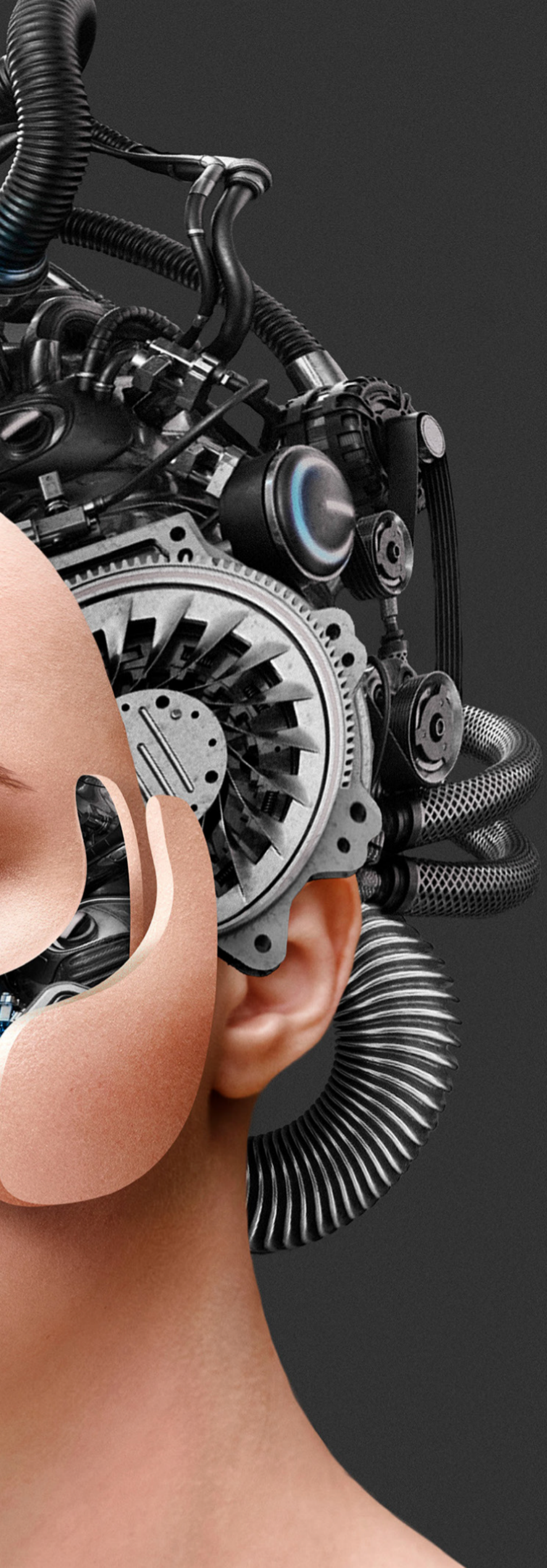
THE FIRST AI STEPS THAT TERRIFIED THE WORLD: A RETROSPECTIVE

2023 has been a landmark year for AI. Once the realm of science fiction, it's now an inextricable part of our daily lives, transforming the landscape of technology, business, and society. With it brings new opportunities and challenges, including for Apple, as it fights to stay ahead of the curve and offer cutting-edge experiences for consumers and businesses.

tGPT
AI

THE YEAR OF AI

There's no denying that 2023 has been the Year of AI. Perhaps one of the most notable advancements in 2023 has been in Natural Language Processing. AI models are reaching new heights in understanding and generating human language, making machine interactions more seamless and intuitive. Think OpenAI's ChatGPT, **worth an eye-watering $86 billion** and the growth of **AI tools on apps like TikTok and Photoshop,** changing the way we create content and interact with our followers, friends, and family. This breakthrough has significant implications for industries like customer service, content creation, and education, where language plays a central role. It shows no signs of slowing down as businesses look to maximize their share.



Machine learning algorithms have become more sophisticated, improving deep, reinforcement, and unsupervised learning. These enhancements have led to AI systems that can learn more efficiently from less data, opening new doors for AI applications in data-scarce fields like medical research and space exploration. With the rapid growth of AI, 2023 has also seen a heightened focus on **ethical AI and governance.** Governments around the world are working to establish guidelines and frameworks to ensure AI is developed and used responsibly, addressing issues such as privacy, bias, and transparency. We'll no doubt **see more in the news about regulation in the year ahead.**

AI's impact on business is profound. From automating routine tasks to providing insights

Image: Mobilesyrup

through big data analytics, AI is a game-changer. Industries like finance, healthcare, and manufacturing are witnessing revolutionary changes, with AI-driven innovations leading to increased efficiency, better decision-making, and new product offerings. AI's influence extends beyond the corporate world into our daily lives. Smart home devices, AI-powered personal assistants, and AI in entertainment are becoming increasingly commonplace, offering convenience and enhancing our lifestyle. Moreover, AI's role in addressing social challenges, such as climate change and healthcare, is becoming more prominent.

Despite benefits, the rise of AI is challenging. Concerns about **job automation**, privacy, security, and the ethical use of AI are at the forefront of public discourse. Addressing these concerns requires collaborative efforts from governments, industry leaders, and the public. The future of AI is not just about technological innovation but also about benefiting everyone respecting ethical boundaries and societal needs. The journey of AI is far from over, and its trajectory in the coming years will be a defining factor in shaping our world. It will be fascinating to see where it takes us.

Image: Mobilesyrup

APPLE'S AI GROWTH

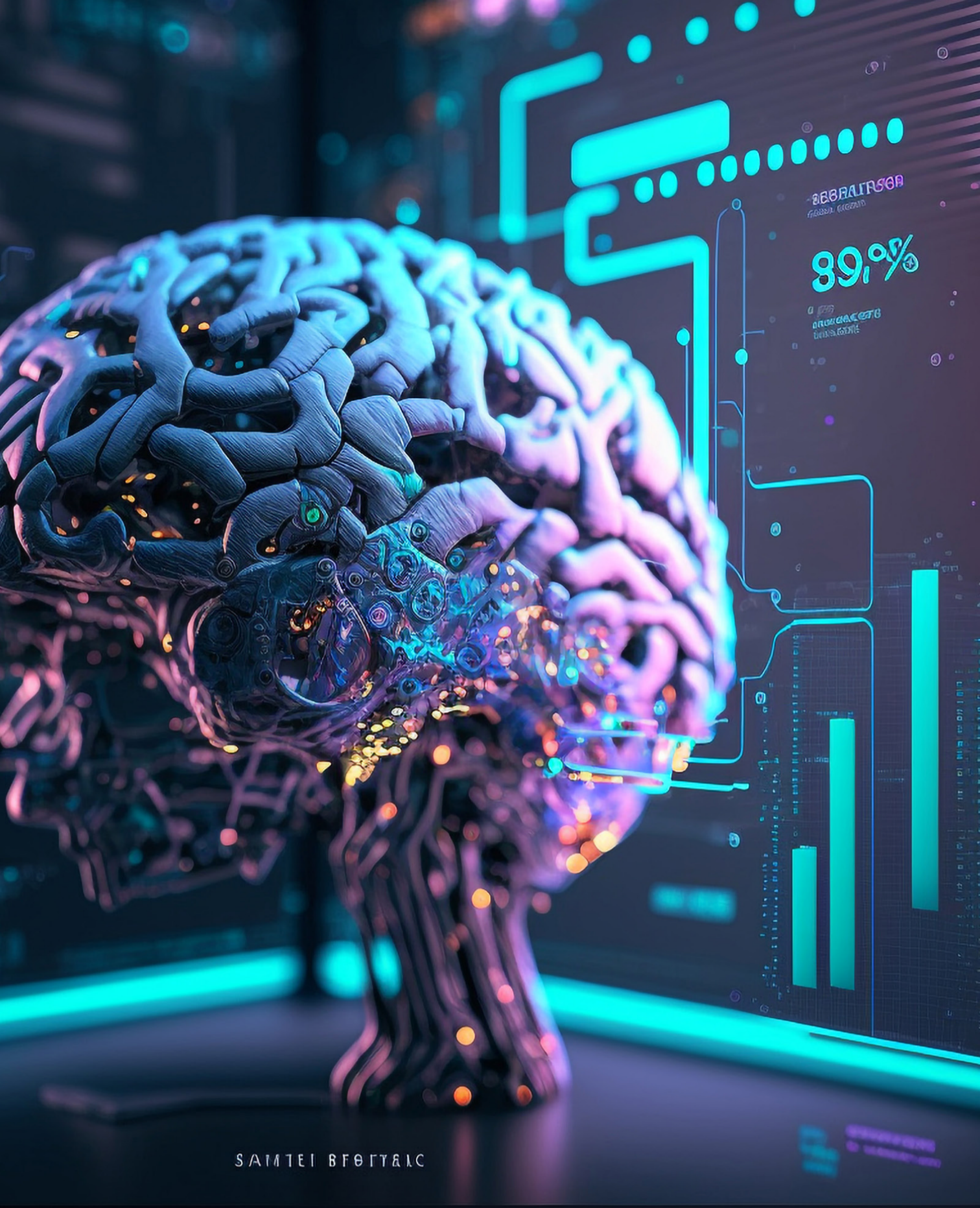
With **Microsoft investing billions in AI in 2023 as part of its Bing search engine** Elon Musk **launching his own ChatGPT competitor called Grok AI,** and Facebook owner Meta **doubling down on AI to introduce new tools and safety features,** all eyes have been on Apple in 2023 to see what it planned next for AI. The truth is that Apple's once-renowned AI tool Siri **has struggled to compete in recent years**, and now, it seems the company is poised to make a significant leap in artificial intelligence (AI) development. Analyst Ming-Chi Kuo predicts that Apple will invest billions in hardware to support AI initiatives, mainly focusing on server acquisition and development. This move indicates Apple's strategy to intensify its AI capabilities, potentially revolutionizing its range.

Kuo claims that **Apple spent "at least" $620 million on servers in 2023** escalating to a staggering $4.75 billion in 2024. This investment plan includes purchasing between 2,000 and 3,000 servers throughout 2023 and up to 20,000 in the next. The servers in question are speculated to be equipped with Nvidia's HGX H100 8-GPU, a formidable AI supercomputing platform, with each unit costing around $250,000. These servers are essential for generative AI training, a crucial aspect of Apple's AI strategy. Apple's decision to invest in physical servers instead of relying on virtual hosting from cloud service providers speaks to its commitment to security and privacy. This approach aligns with Apple's longstanding emphasis on user data protection. Kuo suggests that Apple may develop its own server chips to reduce costs,

although there needs to be current evidence of this development.

While Apple's investment is substantial, it still trails behind tech giants like Meta and Microsoft in server purchasing. The AI landscape is highly competitive, and Apple must invest in hardware and labor, infrastructure, and other resources. According to Kuo, several billion dollars annually may be required for Apple to compete in the AI arena effectively. This assertion challenges Bloomberg's Mark Gurman's claim that Apple is on track to spend around $1 billion annually on AI efforts. Kuo has expressed genuine concern about the future of Apple's generative AI business if the investment remains around $1 billion. The scale of investment, according to Kuo, will be a critical determinant of Apple's success in catching up with and potentially surpassing its competitors in AI.

Apple's AI efforts are not limited to hardware investments. **Gurman reports that the company is working on a new, more intelligent version of Siri** aiming to integrate AI more deeply into numerous Apple applications. This development could herald a new era of user experience across Apple's product range, enhancing functionality and interactivity and keeping Apple at the top if its game.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APPLE'S YEAR IN REVIEW

Though Apple might not be the frontrunner on AI, it's hard to deny that the company enjoyed a successful 2023. The company continued its innovation trajectory and market dominance, launching the iPhone 15 Series, which introduced the iPhone 15, 15 Plus, 15 Pro, and 15 Pro Max, continuing its tradition of annual smartphone updates. These models came with expected improvements in performance and camera capabilities, maintaining Apple's position in the competitive smartphone market. Early in the year, Apple unveiled the **MacBook Pro with M2 Pro and M2 Max chips** offering unparalleled performance and battery life, setting new standards for professional users, while the Apple Watch Series 9 and Apple Watch Ultra 2 were announced, featuring enhancements that cater to health and fitness enthusiasts. A significant announcement was the new Mac Pro, **which integrated the powerful M2 Ultra chip,** marking the completion of Apple's transition to its own silicon across the Mac line.

iOS 17, on the other hand, brought several user-friendly features such as an enhanced autocorrect powered by AI, a simplified "Siri" activation, and improvements to the Messages app, including a safety-focused "Check In" feature, whilst iPadOS 17 elevated the iPad experience with customizable lock screens, interactive widgets, and the introduction of the Health app, previously exclusive to the iPhone. macOS Sonoma, Apple's desktop operating system, received a rich set of features, including new widgets, gaming optimizations, and improvements to

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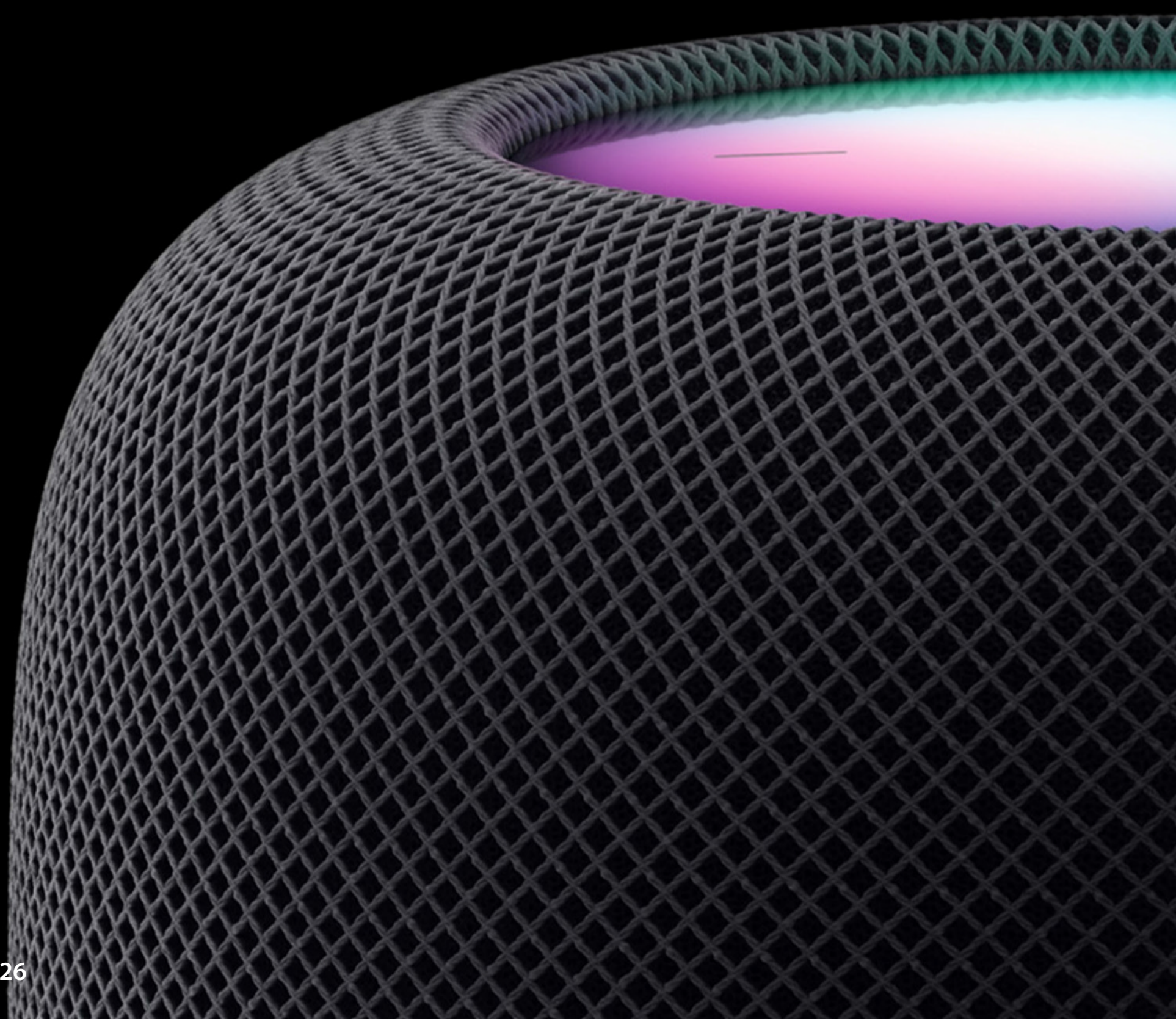
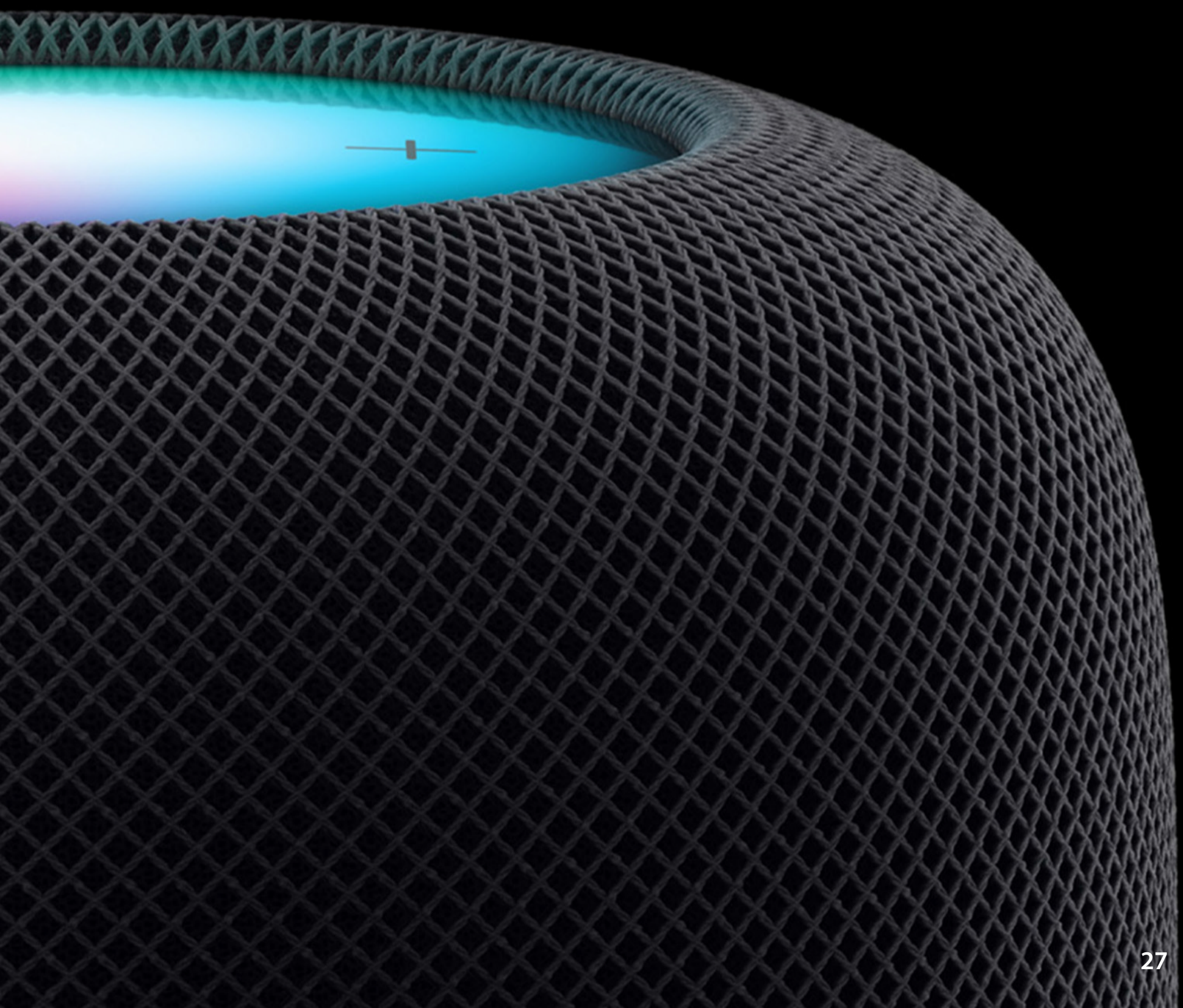
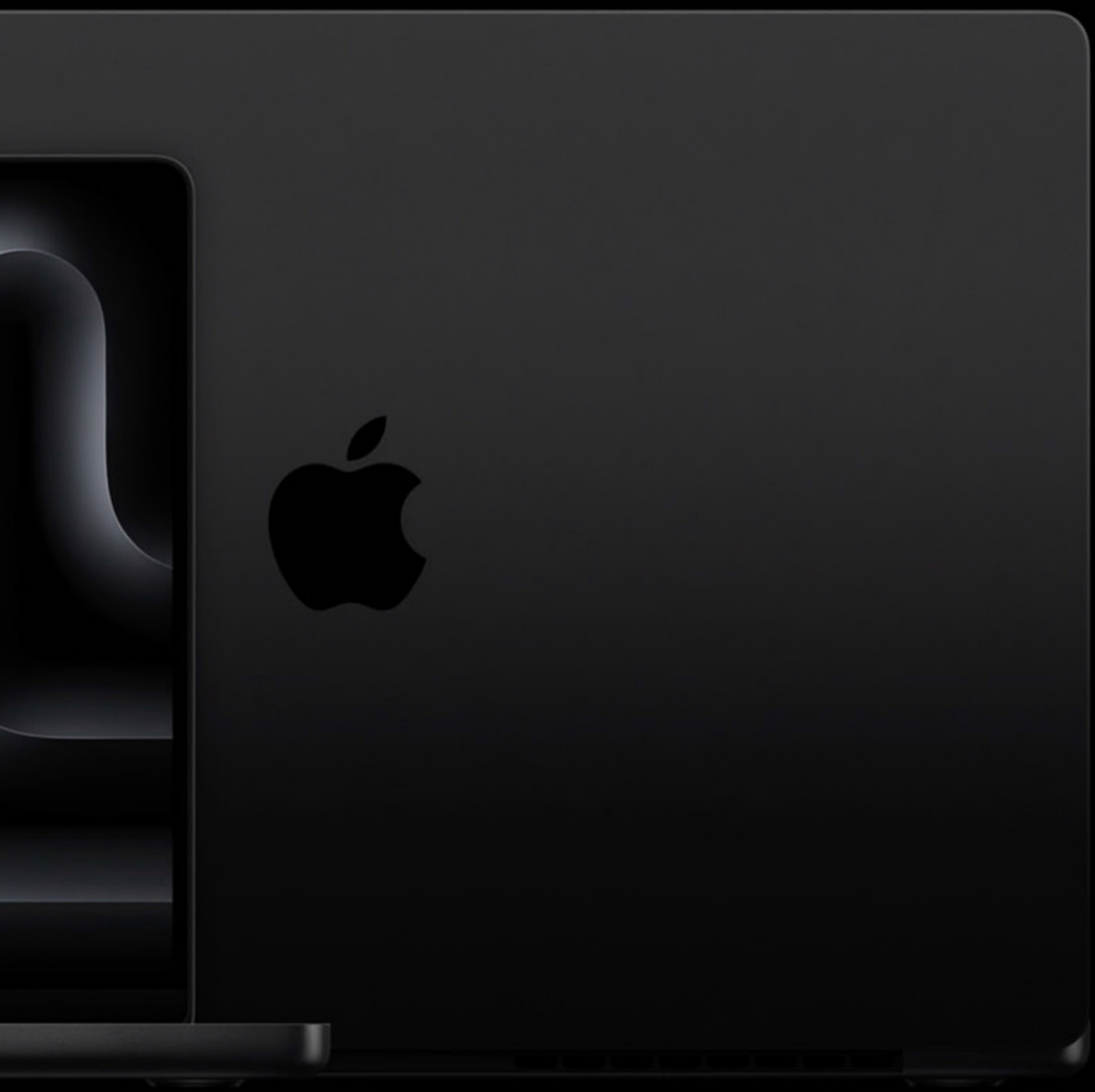
Safari and video conferencing, while watchOS 10 brought a reimagined interface, additional watch faces, and enhanced features for cyclists and hikers, alongside mental health tools. tvOS 17 was a milestone for Apple TV 4K users, who can now enjoy FaceTime on their TV screens, fostering more engaging family and friend interactions, and AirPods Pro enhancements saw new features such as Adaptive Audio, Personalized Volume, and Conversation Awareness. The **headphones**



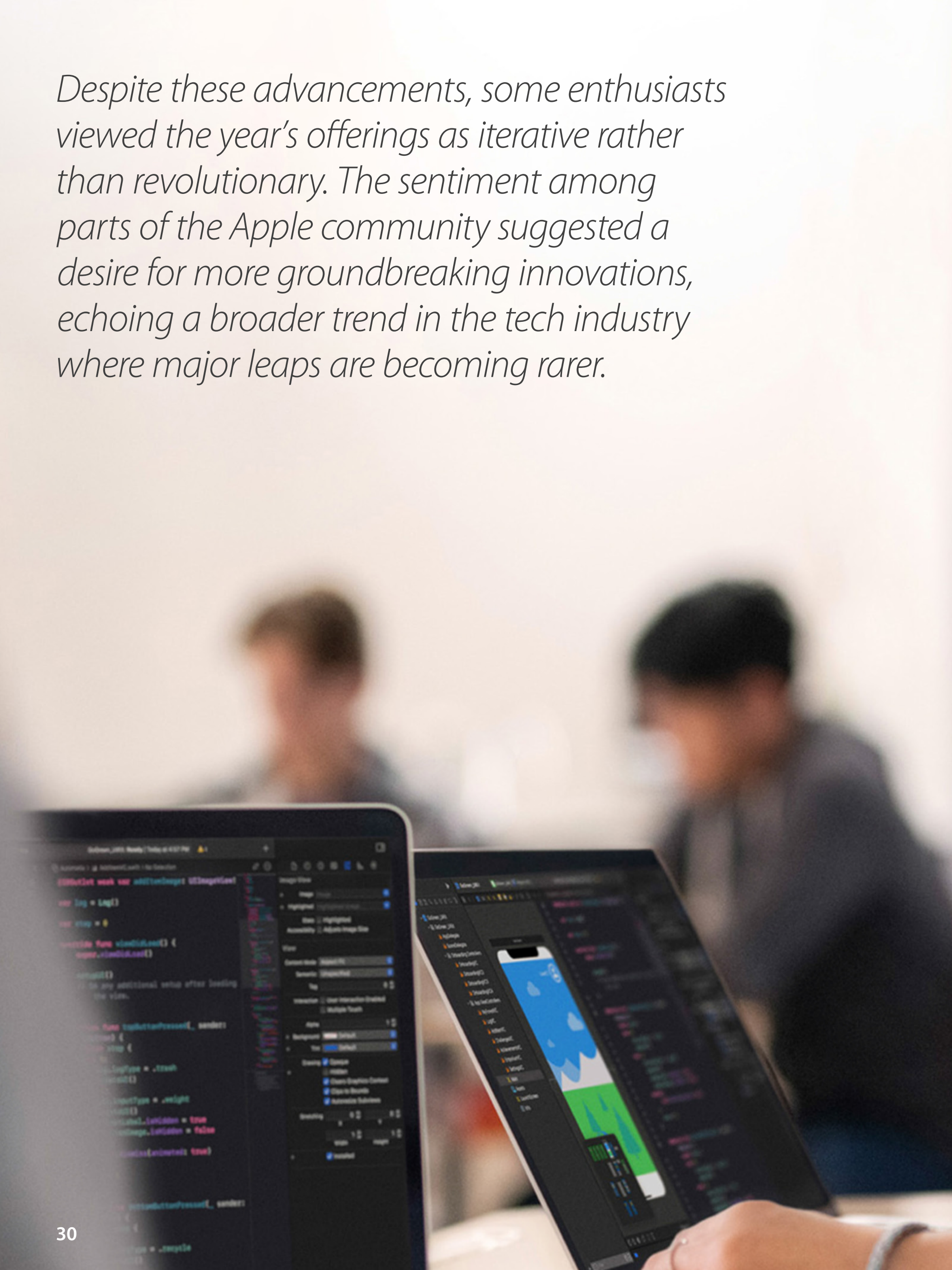
utilize AI for battery performance.

One of Apple's most anticipated announcements in 2023 was the mixed reality headset named Apple Reality Pro. This device represented a significant leap into a new product category. It's expected that the new headset will be released in early 2024, **with Apple Store staff already being sent on training missions** and **an update to iOS brought the ability to shoot content in mixed reality for the headset.**





Despite these advancements, some enthusiasts viewed the year's offerings as iterative rather than revolutionary. The sentiment among parts of the Apple community suggested a desire for more groundbreaking innovations, echoing a broader trend in the tech industry where major leaps are becoming rarer.



Because of this, 2024 will likely be a milestone year for Apple - alongside the launch of Apple Reality Pro, the company must show it's serious about AI and introduce new software and hardware that keeps it a cut above the competition to appease both shareholders and consumers. We can't wait to see what's coming next!

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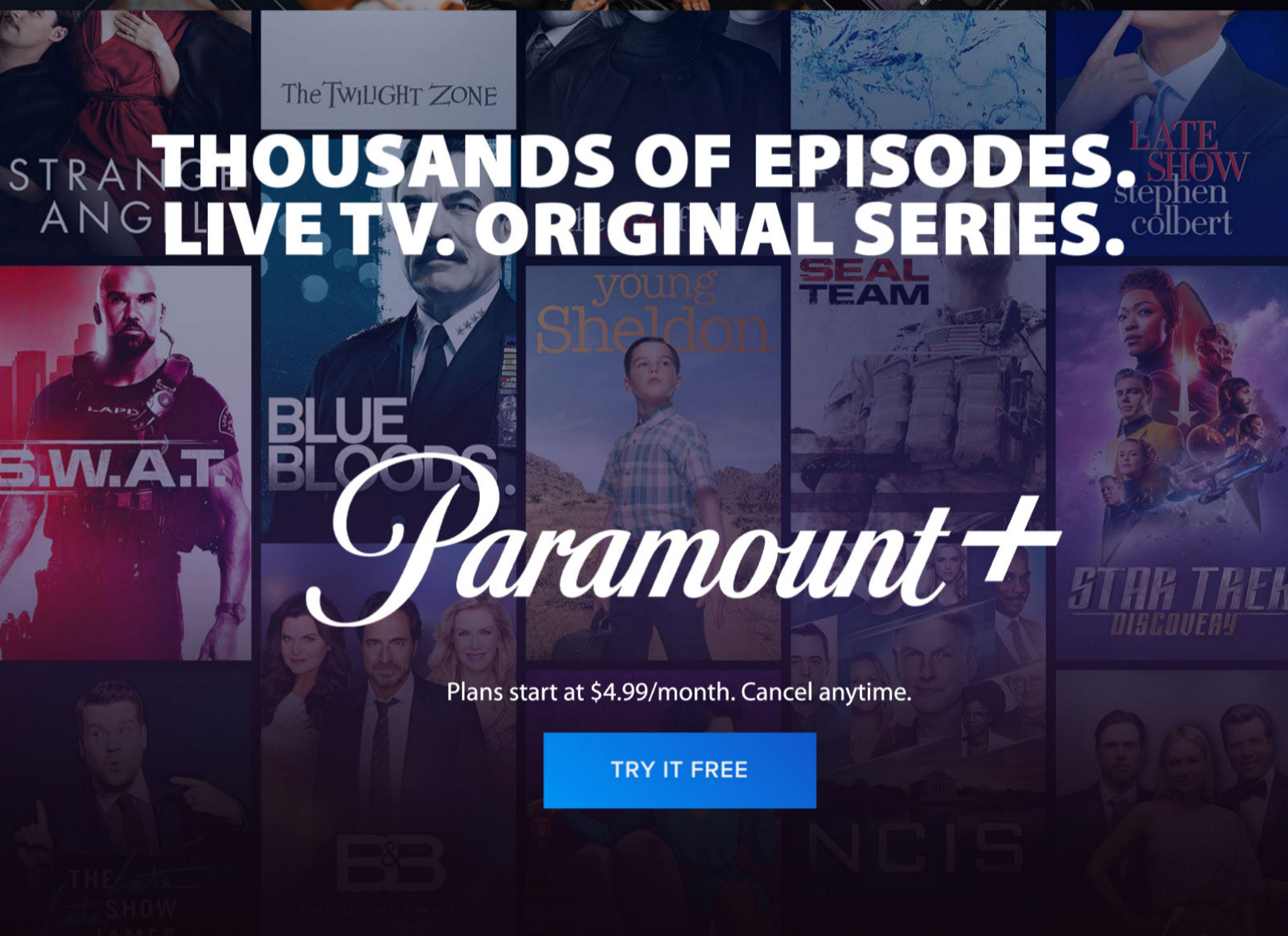

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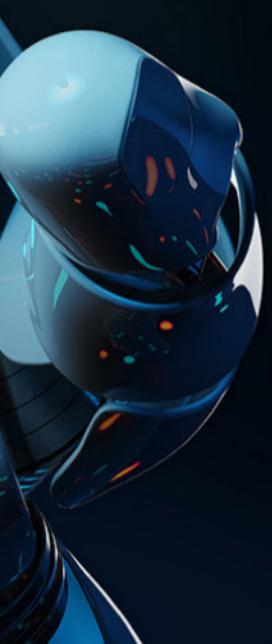
Neural AI

APPLE’S ECOSYSTEM ON THE VERGE OF EMBRACING GENERATIVE ASSISTANCE



While Apple may be keen to avoid "artificial intelligence" in its marketing materials, there's no denying the company's pursuits in machine learning are driving its technology in new directions. Rumors are now rife that AI will play a significant role in iOS 18, scheduled to release in 2024, so let's look at Apple's AI efforts and speculate on what could come next.

Image: Omid Armin

SIRI IMPROVEMENTS ARE COMING

Introduced to the world as a voice assistant, Siri has grown to be much more than that. Siri Intelligence now influences everything from calendar scheduling to app suggestions by serving as a catch-all term for various machine learning algorithms. Siri is on the precipice of becoming the real personal assistant we've all been yearning for, and with a revolution in AI at Apple, Siri is poised to be the fulcrum of the Apple ecosystem. **But it's not without critique** - earlier this year, a former Apple engineer spoke about the smart assistant and explained why it still lags behind its competition, namely Google Assistant and Amazon Alexa. John Burkey, who Apple hired back in 2014 to work on its voice assistant, said: "Seemingly simple updates, like adding some new phrases to the data set, would require rebuilding the entire database, which could take up to six weeks. Adding more complex features like new search tools could take nearly a year." Now, it seems **Apple is ready to upgrade Siri for the future.**

In a recent issue of Bloomberg's Power On newsletter, Mark Gurman revealed that Apple was somewhat **blindsided by the rapid rise of generative AI tools in 2023.** Now playing catch-up, Apple's senior executives—Craig Federighi, John Giannandrea, and Eddy Cue—are at the helm, steering the integration of AI functionalities into the company's suite of products and services. The forthcoming iOS 18 is slated to incorporate various AI elements, including enhanced reply suggestions within the Messages app. Eddy Cue is championing the addition of AI-curated playlists for Apple Music while also investigating the potential

for generative AI in productivity applications like Pages and Keynote. John Giannandrea's division, on the other hand, is laboring over an upgraded version of Siri, slated for release next year. Apple's current focus is geared toward embedding AI into consumer-facing features. The aim is to level the playing field with formidable rivals like OpenAI, Google, and Microsoft. To this end, Apple is committing **approximately $1 billion annually to AI research and product development.**

Beyond consumer interfaces, Apple is keen to enrich the developer experience by incorporating AI advancements into Xcode, likely including state-of-the-art code completion capabilities akin to Github Copilot. There are also plans to optimize Apple's internal AppleCare tools through AI integration. However, a debate is brewing within Apple's corridors over the technology architecture: should AI features be driven by neural networks that operate on-device, or should they be managed via Apple's cloud services? The on-device option prioritizes user privacy, whereas cloud-based solutions offer more sophisticated capabilities. According to Gurman, Apple will likely adopt a nuanced, case-by-case strategy. Expect some features to run exclusively on-device, while others will leverage cloud-based backends to offer developers more flexibility and control.

POWERED BY APPLE SILICON

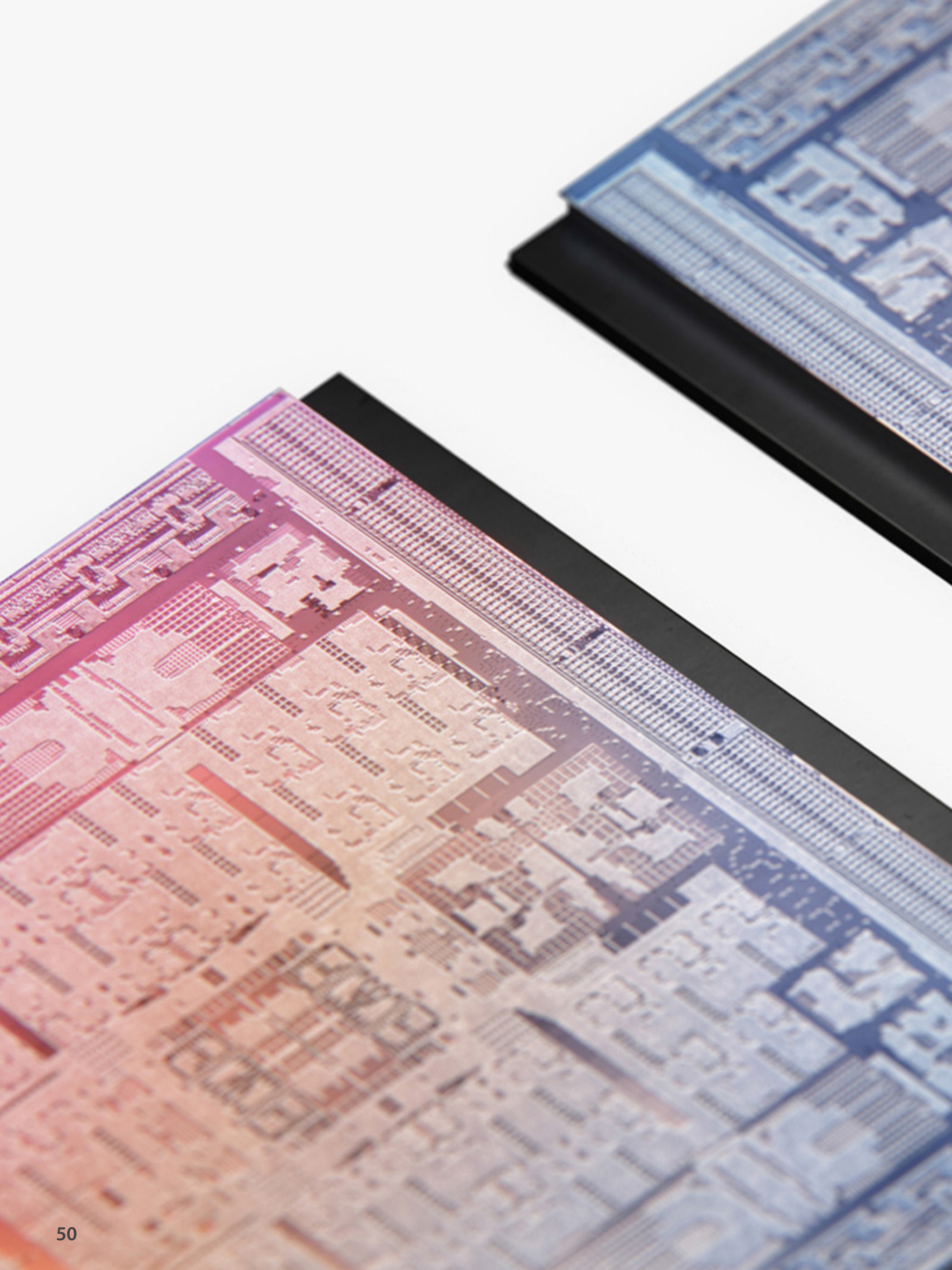
Apple Silicon, with its Neural Engine, is Apple's in-house processor technology to provide the computational power needed to run AI algorithms efficiently. Apple has consistently

improved its Neural Engine, designed to process massive data in real-time. This work will be the backbone of any significant advancements Apple plans in generative AI. The best part? The entire Apple iPhone, iPad, and MacBook line-up now runs some form of M or A-series chips, allowing the company even more control over AI developments. The continued investment in machine learning will likely make Siri more advanced, adaptable, and integrated in the year ahead. Siri might help set timers or play music right now, but the smart assistant will become more sophisticated in understanding user habits, preferences, and routines, making it increasingly proactive.

Apple's commitment to privacy sets it apart from competitors. **Its AI and ML algorithms are designed to function optimally with minimal data collection,** reflecting Apple's user-centric

approach. This focus on privacy could be an attractive feature for users concerned about how much of their data is stored and used by other tech companies. This comes at a time when more and more consumers are growing concerned over the rise of AI **and its impact on user privacy.** With iOS 18, Apple has a unique chance to change the fortunes of the AI race and offer consumers a safer, more sustainable choice for intelligence.

But what does Apple have in store for us? If the rumors are to be believed, we can expect a "revolution inside a revolution." Apple is reportedly working on a tool similar to ChatGPT, internally called AppleGPT. This development could mark the start of Apple's broader ambitions in the world of generative AI, providing a significant boost to Siri and other ML-based features. Given what we've

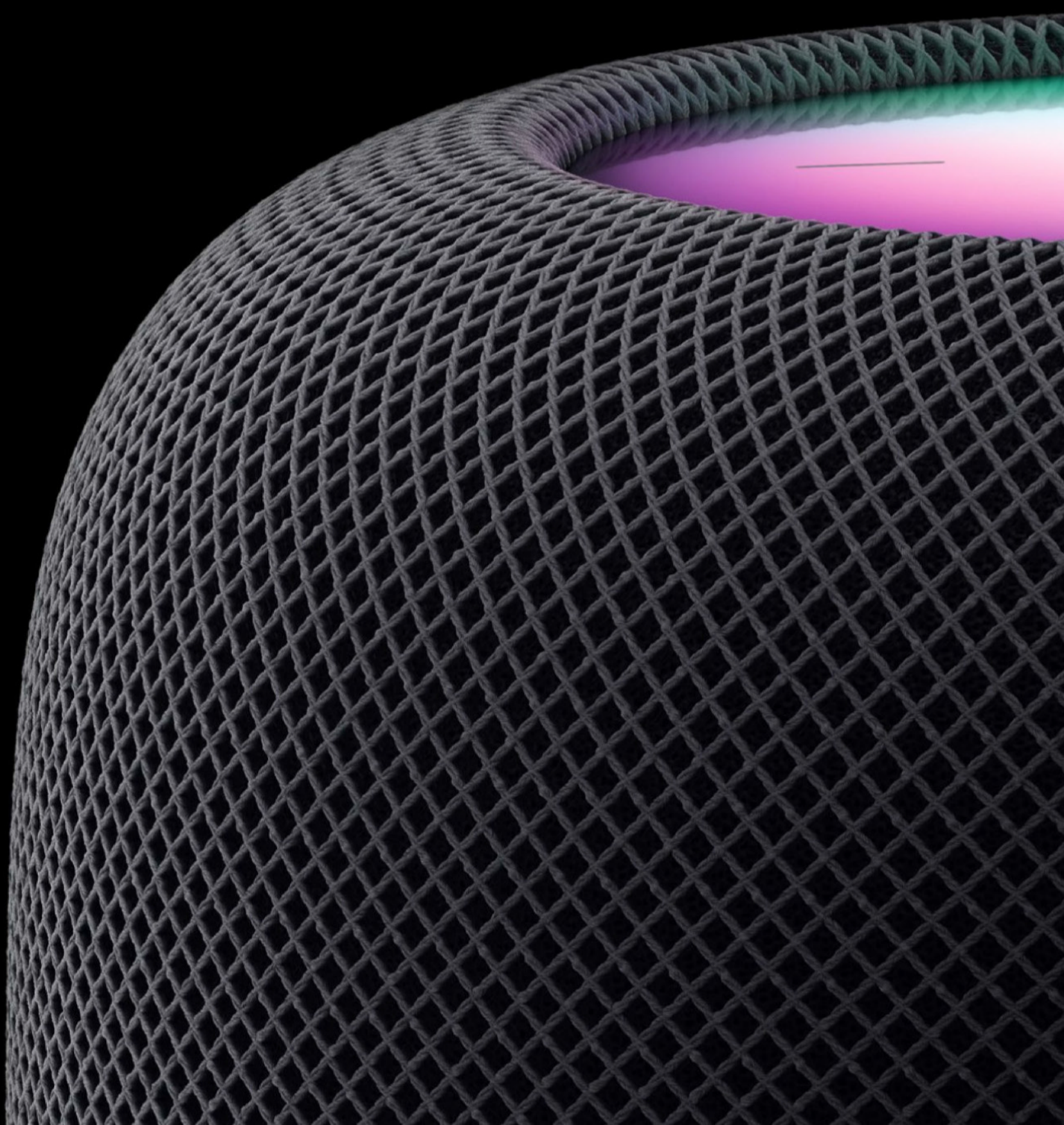


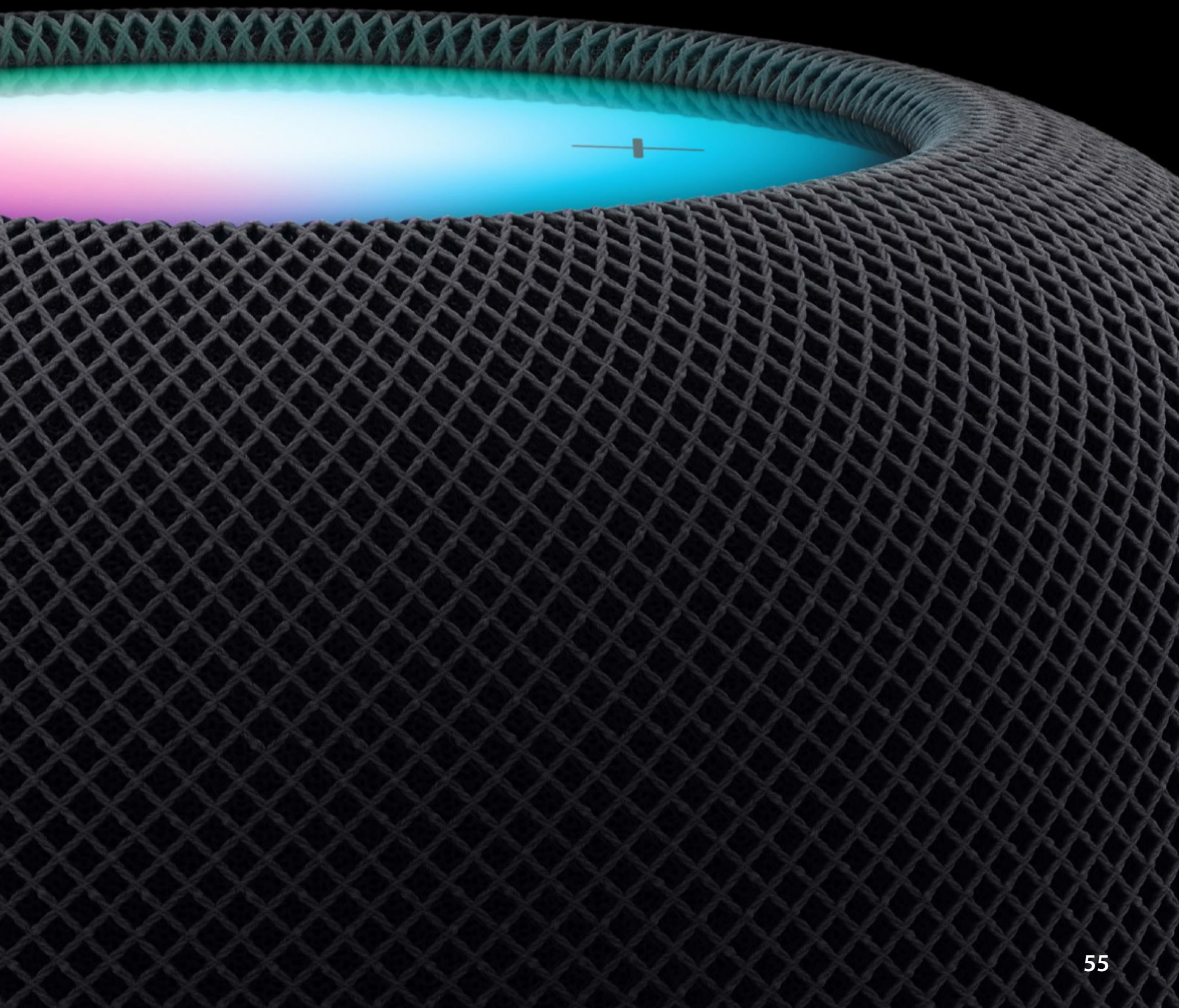
seen with Apple's AI projects, AppleGPT could provide a highly integrated, privacy-focused, and exceptionally sophisticated AI chatbot experience. If Apple can implement this successfully, it could provide a user experience far superior to existing solutions, leveraging its hardware and software integration and commitment to privacy. The evolution of Siri into a "real personal assistant" means that it will do more than just react to commands. It could understand context, manage schedules, offer suggestions, and act as a proactive assistant rather than a reactive tool. This would add yet another string to Apple's bow and make iPhones and Macs even more compelling products.

APPLE CAR AND THE FUTURE

Apple's much-rumored Project Titan will also benefit from the company's advancements in AI. Self-driving vehicles are one of the most prominent applications of AI, and with Apple's prowess in hardware and software, an Apple Car could be a landmark product that changes our relationship with automobiles forever. It's **likely the Apple Car project is just a year away,** and many of the new AI features incorporated into iOS and Vision Pro could make their way over to the new automotive, too, but only time will tell in this regard.

Apple's AI development is much more than just industry speculation. From Siri's increasing capabilities to advancements in Apple Silicon, it's clear that AI is not just a subsidiary feature but a core part of Apple's future vision - whether it wants us to know that yet or not.





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The AI Soul

THE GREATEST CHALLENGE APPLE HAS EVER FACED

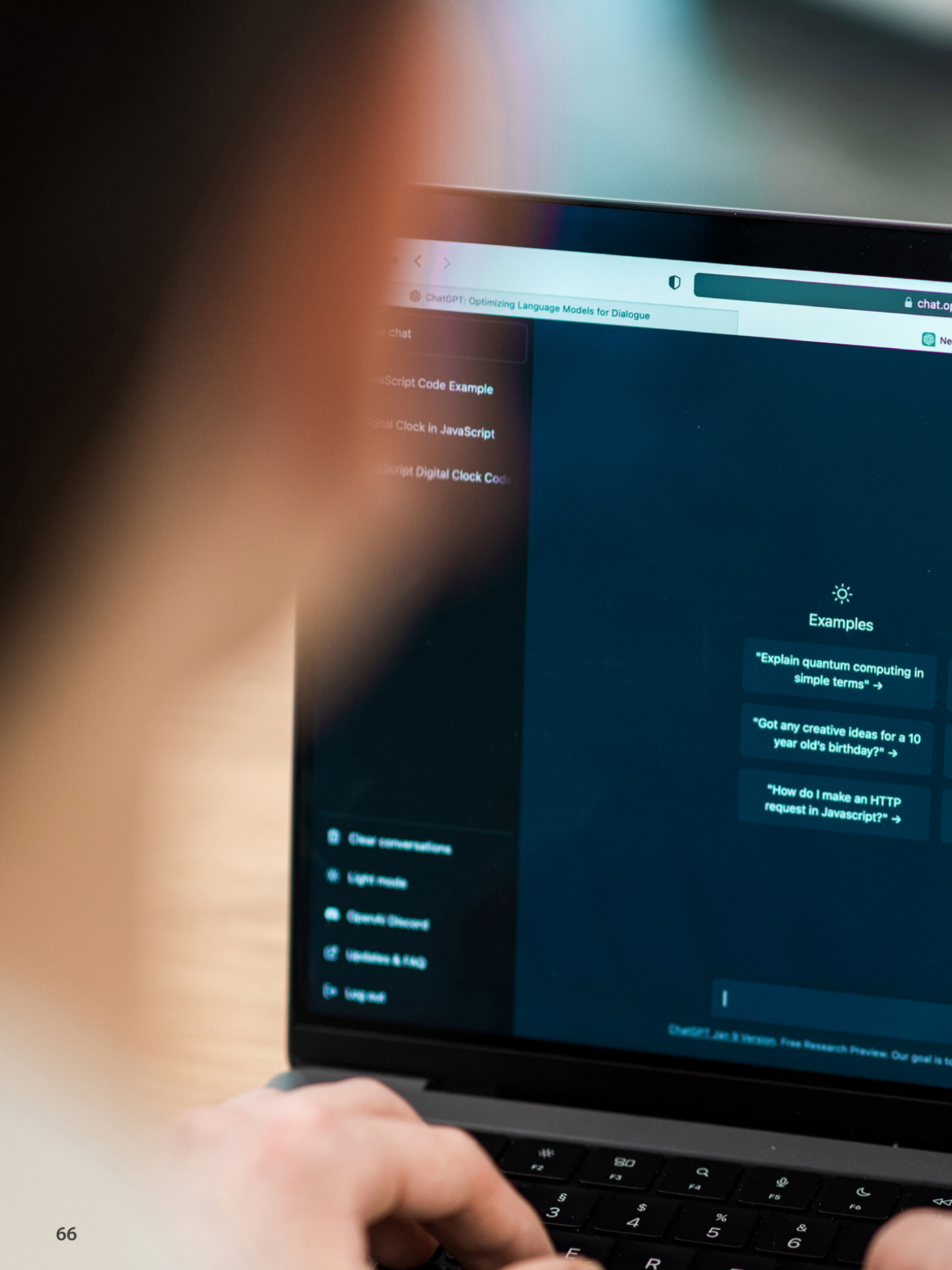
Apple might not always be first to the party, but there's no denying the company goes above and beyond with hardware and software to deliver cutting-edge consumer experiences. But Apple's slow and steady approach needs to change. With Siri lagging behind rivals and AI changing everything, WWDC 2023 will determine the future success of the company.

Image: Tron Le

SIRI IS LAGGING BEHIND

Apple's digital assistant Siri was once the market leader in voice-based AI assistants, but in recent years, it has fallen behind the competition, particularly Amazon's Alexa and Google Assistant. However, with the rise of large language models that drive groundbreaking AI tools like ChatGPT, Apple is struggling to keep up with AI innovation. In a new behind-the-scenes report in The Information, Apple's efforts to catch up with competitors are explored, as well as its approach to AI and what the future may hold for Siri. The report focuses on the efforts of John Giannandrea, Apple's AI chief since 2018, to bring order to the company's fragmented AI group and make Apple more competitive with companies like Google. However, the report suggests that Apple is ill-prepared to compete in the fast-moving field of AI. Apple's approach to AI has been different from that of its competitors, focusing almost exclusively on practical applications in features for the iPhone, such as improving palm detection on the iPad, providing more photo editing tricks, and enhancing suggestions in Apple's content-oriented apps. Apple has been comparatively conservative, seeking to use AI and machine learning to improve the user experience rather than truly reinvent how much of anything is done or disrupt existing industries.

The Information's sources offer numerous examples of senior Apple leadership putting the brakes on (or at least reining in) aggressive efforts within the company's AI group for fear of seeing products like Siri present the same kinds of embarrassing factual errors or unhinged behavior that ChatGPT and its ilk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ChatGPT

Capabilities

Remembers what user said earlier in the conversation

Allows user to provide follow-up corrections

Trained to decline inappropriate requests

Limitations

May occasionally generate incorrect information

May occasionally produce harmful instructions or biased content

Limited knowledge of world and events after 2021

make AI systems more natural and safe to interact with. Your feedback will help us improve.

have done. In other words, Apple is not keen on tolerating what many working in AI research and product development call "hallucinations." Siri's responses are not generative - they're human-written and human-curated. Apple leadership has been hesitant to allow Siri developers to push the voice assistant toward detailed back-and-forth conversations like those found in the latest LLM-driven chatbots. Such conversations are seen as more attention-grabbing than useful, and Apple is concerned about being responsible for bad answers. While some engineers within the company have argued that Apple should be more tolerant of bizarre edge cases and factual errors, saying that a certain scale and comfort for wonkiness is needed to truly improve them, several senior people within the company have left for Google or startups due to frustrations with Apple's conservative mindset. And that's not all: OpenAI, the brainchild behind ChatGPT, has reportedly kicked off a mass hiring spree, **taking on ex-Google and ex-Apple talents.**

APPLE'S ALREADY AN AI EXPERT

Apple has increasingly focused on running AI and machine learning features on users' local devices, both because that enabled faster response times and the company's public commitment to user privacy. However, LLMs typically run in the cloud, and some have questioned whether they'll ultimately work as well on local devices. Apple's conservative approach may ultimately be the right move in minimizing externalities. The rapid development of ChatGPT and its ilk and Microsoft's gung-ho approach with Bing Chat could prove reckless, with enormous, potentially negative unforeseen consequences. And some

Image: Christin Hume

countries aren't happy. Italy has already banned the **chatbot due to fears over its use cases,** and some of the world's biggest firms and entrepreneurs have joined forces to ask for the tech to be temporarily halted until we understand more about how it works - **with Elon Musk reportedly working on his own version.**

However, winning the race in the AI world may not be everything. While it is true that Apple is (at least as far as we can see from the outside) lagging behind Big Tech competitors in radical new AI innovations, its software and devices are now filled with little AI-driven features that improve the user experience in small but meaningful ways. And Apple will no doubt mention Siri at this year's Worldwide Developers Conference. Leaked code already suggests that Apple is **working on a user-interface overhaul for its smart assistant for iOS 17** which could suggest a larger reform and overhaul is in the works at the Cupertino HQ.

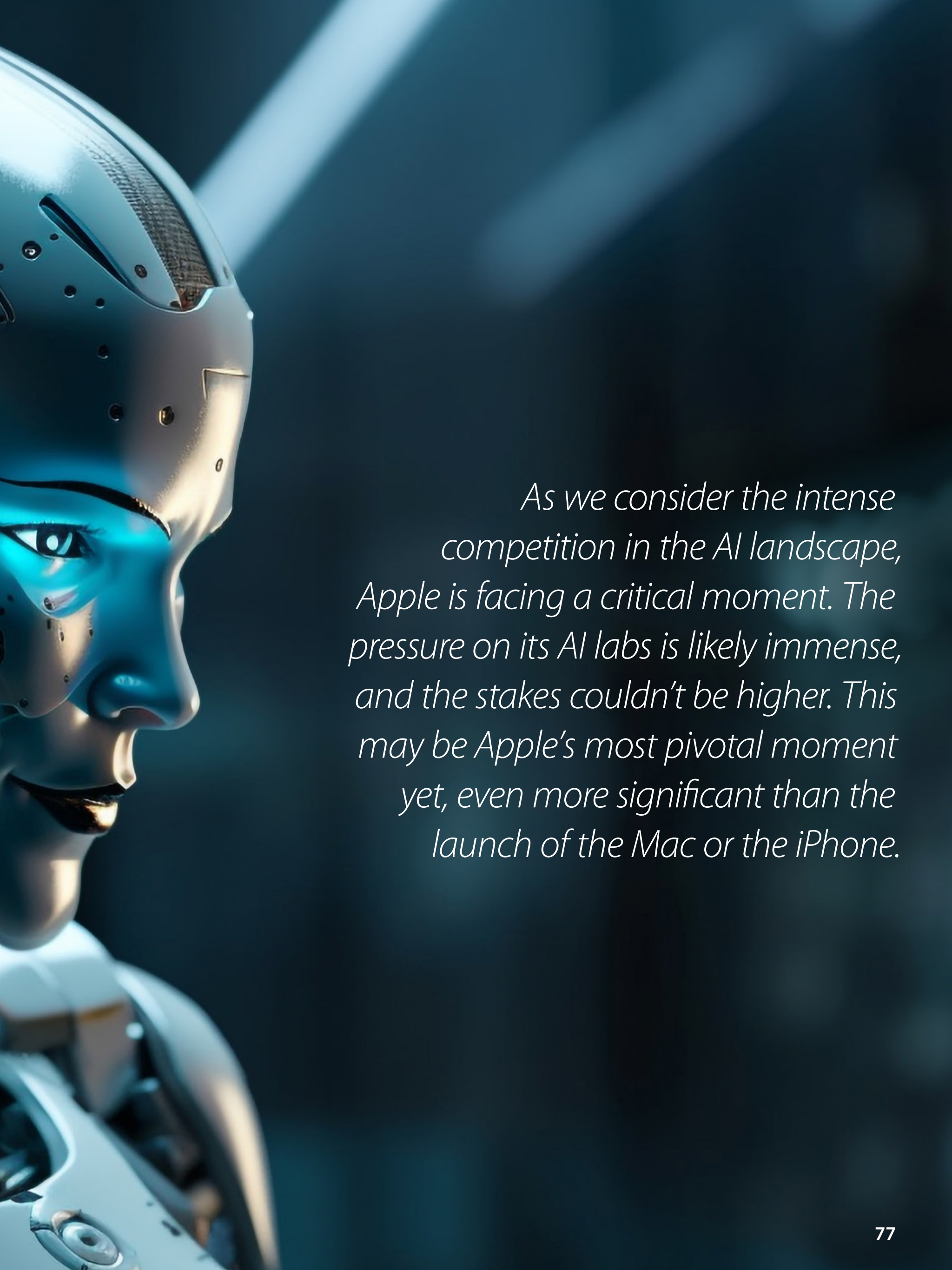
THE HYPE IS STRONG

The hype around generative AI and LLMs is strong and for a good reason. However, we don't know exactly how all this will play out. It's never been in Apple's DNA to roll the dice to find out. Rather, the company has sometimes found its biggest successes in picking up the leftover pieces after other, more ambitious innovators crashed, burned, and took others with them. Indeed, the iPhone wasn't the world's first touchscreen smartphone. Apple's upcoming RealityOne AR/VR headset certainly won't be the first, but it might just be the best. The iPad wasn't the first tablet, but it's the market leader. The same is true of AirPods and Apple Watch. Nonetheless, it's understandable that ambitious AI developers want to work in an environment comparatively unshackled by bureaucracy and restrictions. Hence, they're jumping ship from Apple and turning their attention to other companies. How this will fare for Apple in the long run remains to be seen; we're hoping the company has bigger ideas yet.

What's perhaps interesting to note is that Apple's CEO, Tim Cook, did not mention artificial intelligence in his opening remarks during

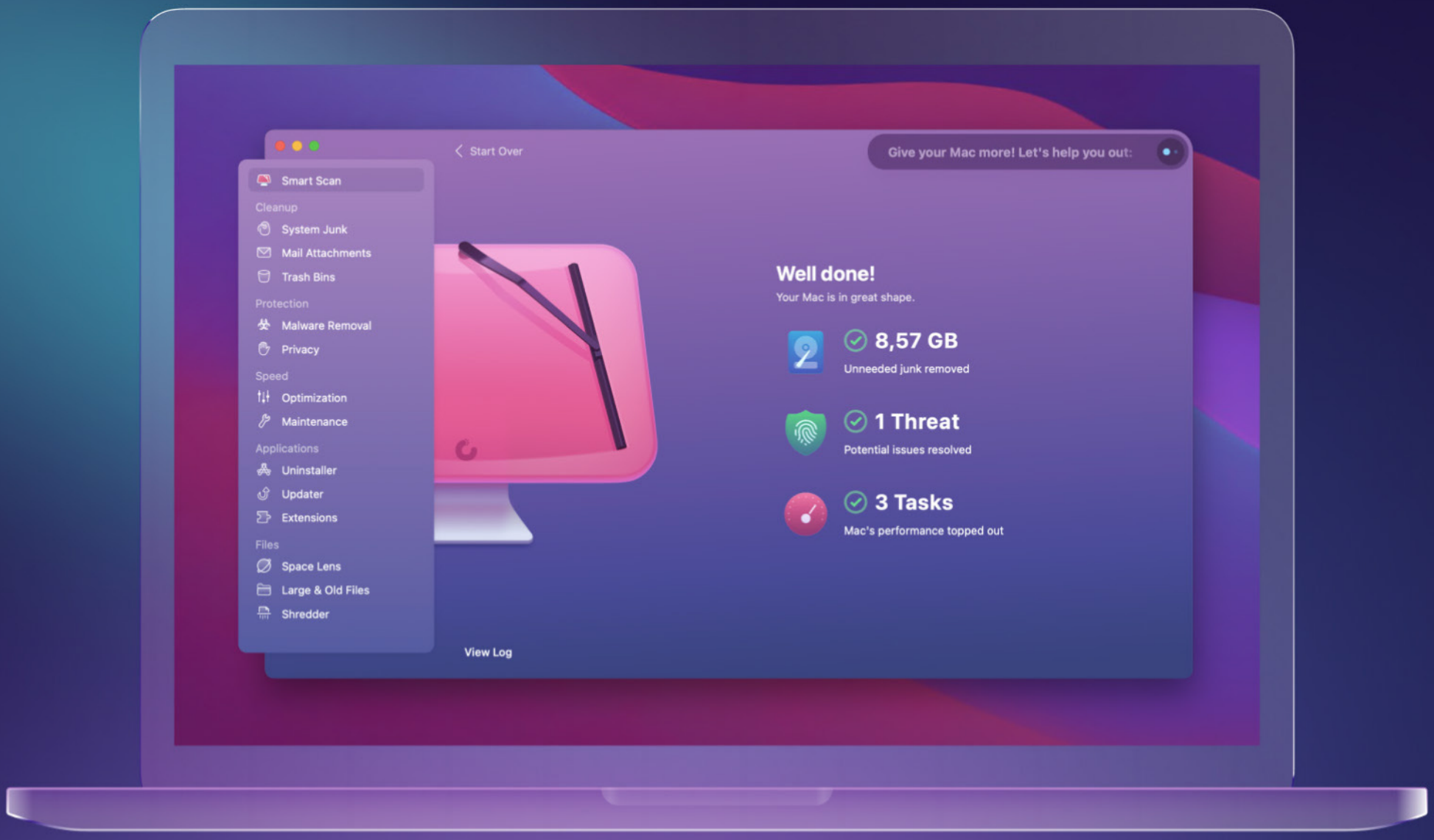
the recent Q2 earnings call, unlike other large technology vendors such as Alphabet, Microsoft, and Amazon. However, Cook did provide insight into how Apple is thinking about AI and its integration into the company's products and services. While he declined to comment on future products, Cook emphasized the importance of a deliberate and thoughtful approach to generative AI, as there are ongoing conversations in the industry about the impact and risks of AI, including issues around bias, explainability, safety, and risks to society. Apple has already made significant progress integrating AI and machine learning throughout its ecosystem, and it is deeply integrated into its iOS software and features such as Siri voice assistant, and Deep Fusion for improving image quality, fall detection, crash detection, and electrocardiogram (ECG) functionality. In 2021, Apple hired Samy Bengio, a former leader of Google's AI efforts, to help the company build out its own. Cook **views AI as huge and will weave it into products on a thoughtful basis**, but we're not sure whether this will mean Apple lags behinds Microsoft and OpenAI in this field.

While Apple may not have made as big a push for generative AI as its big tech counterparts, it is clear that AI is already a significant part of its products and services. Apple's cautious and thoughtful approach to AI may not garner as much attention, but it is a strategy that has served the company well. As the industry continues to grapple with the impact and risks of AI, it will be interesting to see how Apple's approach evolves and how it will continue to weave AI into its products and services - and ultimately, how this impacts its share price.



As we consider the intense competition in the AI landscape, Apple is facing a critical moment. The pressure on its AI labs is likely immense, and the stakes couldn't be higher. This may be Apple's most pivotal moment yet, even more significant than the launch of the Mac or the iPhone.

The success of Apple's future products and services hinges on AI being at the center of its ecosystem. It's a life-or-death situation, and Apple must act decisively to remain competitive in this fast-moving field. Only time will tell whether Apple can rise to this challenge and secure its place as a leader in AI, or whether it will be overtaken by its rivals.



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Hello Bot!
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CHATBOT

New Bing

AI warfare: The battlefield of the decade is now placed

48%

Welcome to the AI battles, where companies compete to be the top provider of artificial intelligence technology. Microsoft and Bing have unexpectedly taken the lead in this race, but Google and Apple are just around the corner with their own AI-powered search tools.

INTRODUCING BING WITH CHATGPT

The AI wars have officially begun, and companies are competing to provide the most advanced artificial intelligence technology to users. In this race, Microsoft and Bing have taken the lead with their new chatbot-powered search engine. After trying it out, it's hard to deny that Microsoft has won the first battle in the tech dominance struggle. Bing has finally arrived, and it's time for users to start paying attention to this search engine that has been around for over a decade. Microsoft's new Bing search engine is not like the old one. The desktop version is now available, with a mobile version coming soon. The interface has been updated with a "Chat" option in the menu, and you can switch between the main search screen and the chatbot screen. The query box has been enlarged to accommodate up to 1,000 characters for any natural language question you may have. Think Siri on steroids.

The chatbot, called Prometheus Model, **is a result of Microsoft's collaboration with OpenAI.** OpenAI's work on ChatGPT has been integrated with Microsoft's Azure Cloud Services and Bing's knowledge graph to create a powerful and sophisticated chatbot. The chatbot expands on search results with additional details and references, and it can also guide you with additional questions to continue your search. If you encounter an inaccurate result, you can provide feedback to Microsoft through the dislike option. This updated version of Bing is a fully-integrated search AI that is not only useful but also fun to use. It guides you to the best result by allowing you to ask follow-up questions, making the

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search process smoother and more efficient. Bing's chatbot inherits the strengths of Bing's search engine, which is capable of filtering out false and harmful information. The most exciting part? It will only improve as developers work hard to introduce new user intelligence and capabilities.

While AI is not foolproof, ChatGPT has been successful because it is powerful and easy to use while avoiding biases and poor judgment that have plagued previous chatbots. Microsoft has combined a well-established search engine with the best-in-class consumer AI and created a brand-new tool that anyone can use without training. And they have done it before Google. Microsoft and Bing have taken a major step forward in the AI wars with their new chatbot-powered search engine. With its sophisticated technology and user-friendly interface, the new Bing is poised to revolutionize how people search for information online. But Microsoft won't be on its own regarding AI search capabilities: Google is coming.

GOOGLE BARD IS COMING

Keen not to be overlooked by users as the world's best search engine, Google was quick to announce and launch its answer to Chat GPT earlier in February. Alphabet, the parent company behind Google, said that AI "has the potential to revolutionize the way we live and work. It has already made remarkable advances in fields like healthcare, education, and information accessibility," adding that it "recognized the transformative power of AI six years ago and made a strategic decision to focus its efforts in this area." The company

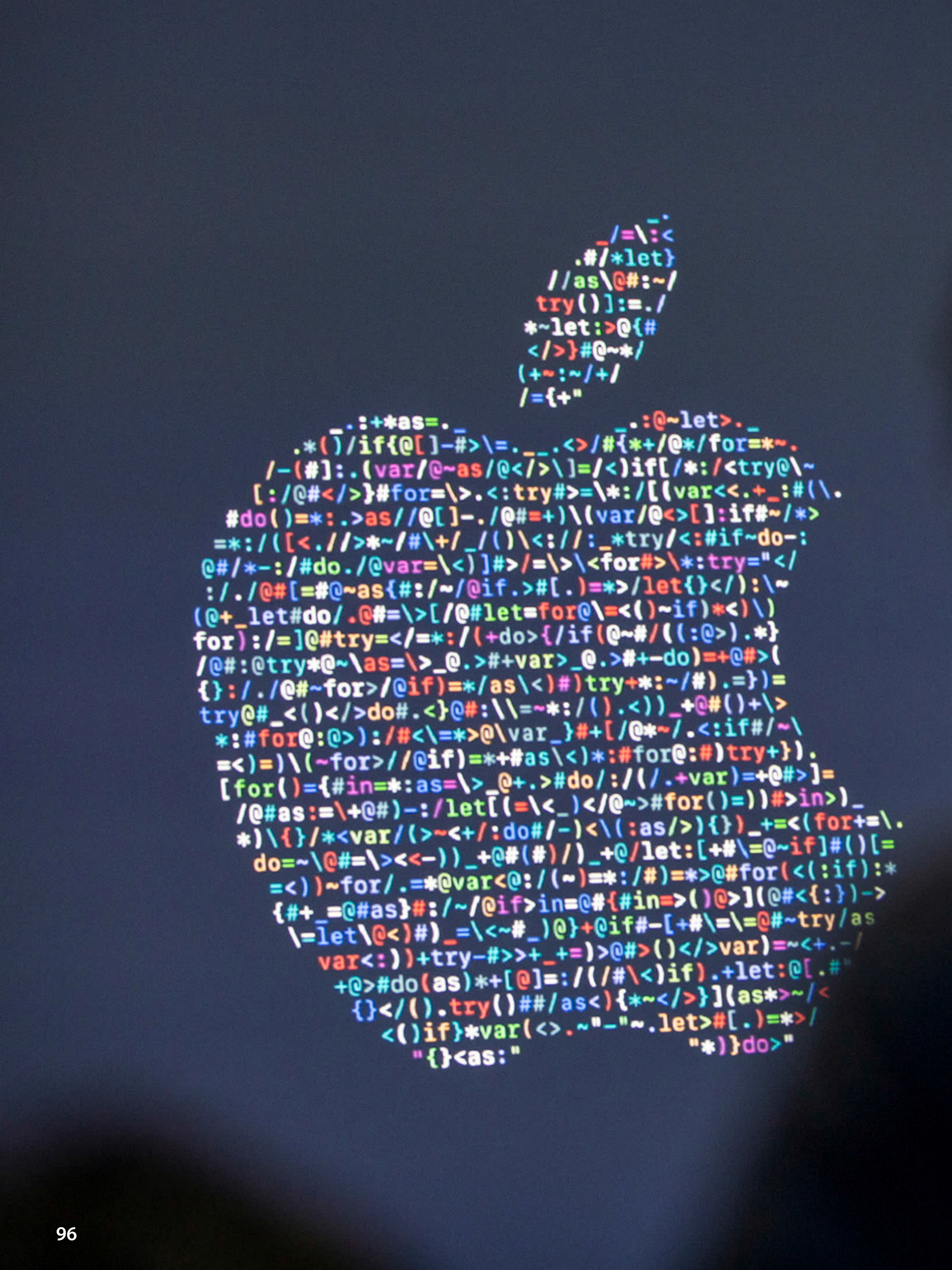
Microsoft

also announced Bard, its ChatGPT rival, which "draws on information from the web to provide customized responses to users' queries." Google says that the tool is designed to combine the breadth of the world's knowledge with the intelligence and creativity of its AI models. "Whether you want to learn about discoveries from the James Webb Space Telescope, find the best football strikers, or understand complex topics in simple terms, Bard is the AI tool you need," it added, **though an early pas faux has no doubt embarrassed the company.**

Google confirmed in a press release that it was starting with a lightweight model version of LaMDA, which is less computationally intensive and will allow them to scale to more users. They will conduct a rigorous testing process to ensure that Bard's responses meet high standards for quality, safety, and accuracy. "Our goal is to make Bard a trusted source of information and a valuable tool for anyone looking to expand their knowledge," it added. "Our earlier Transformer models, like BERT, have revolutionized how we understand human language. And now, our newest AI technologies, like LaMDA, PaLM, Imagen, and MusicLM, are creating new ways to engage with information, from language and images to video and audio. We are working to bring these AI advancements into our products, starting with search, to help people find the information they need more easily and efficiently," the company said in a statement, promising new AI-powered tools coming to search soon.

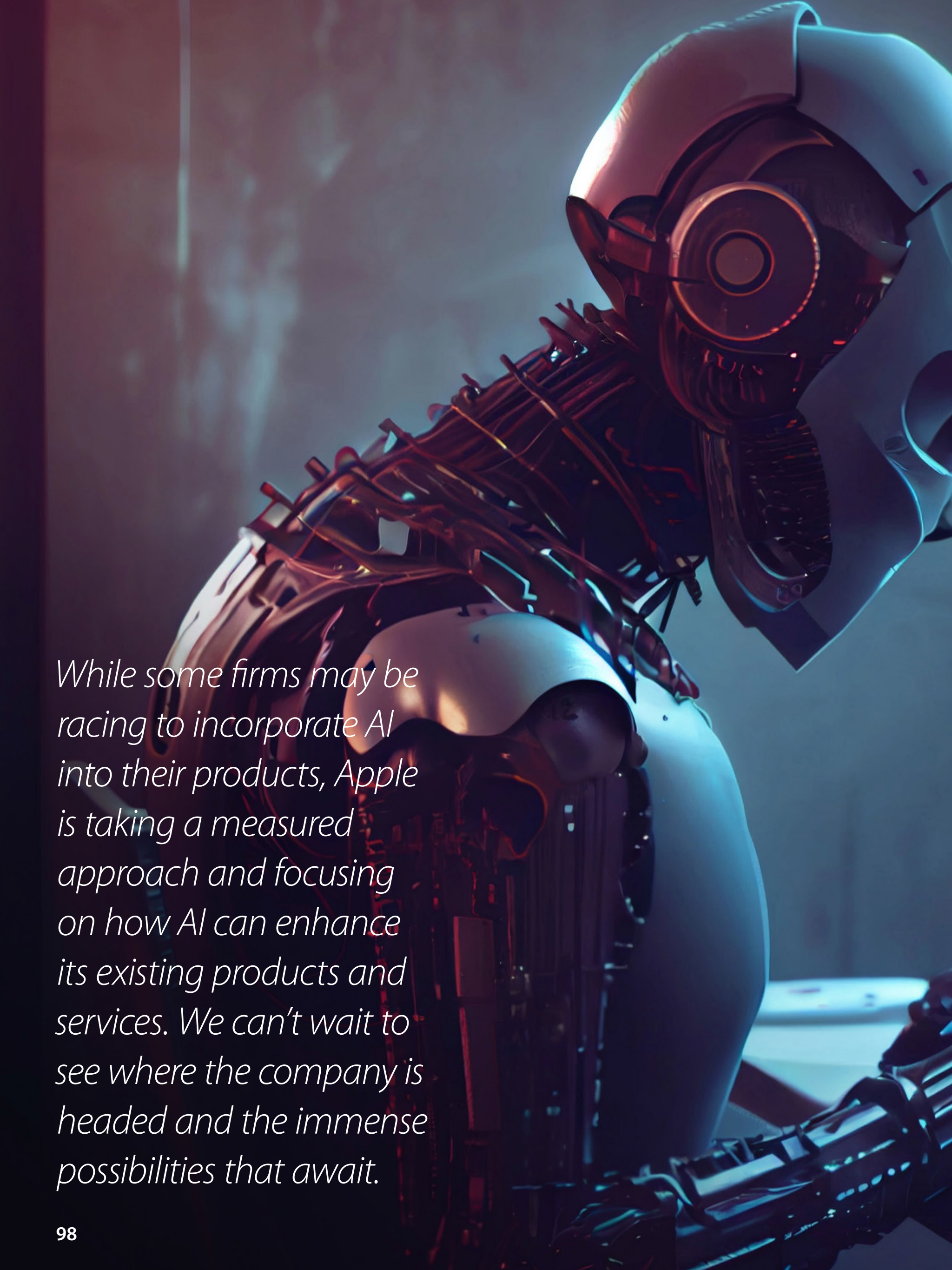
Google

Bard
working



APPLE'S KEEPING UP WITH THE AI SURGE

As the technology industry continues to be reshaped by the advancements of artificial intelligence, the question arises as to whether Apple can keep up. With Bard and ChatGPT entering our everyday vocabularies just weeks after their launch, Apple has been quiet on the AI front, at least publicly. Despite this, Apple is far from sitting on the sidelines. The company has even announced it will be **holding an AI summit for its employees in February 2023,** indicating a strong interest in the development of artificial intelligence. Apple CEO Tim Cook has stated, "We see enormous potential in this space to affect virtually everything we do. It will affect every product and every service that we have." Apple's approach to AI is likely to continue to incorporate AI advancements into its products and services, rather than trying to compete with Google or Microsoft in the AI space. Apple's business model is not centered around a single product or service. The company has already implemented AI in features such as Crash Detection on Apple Watch and iPhone, ECG recordings on Apple Watch, and digital audiobook narration on Apple Books. And as Apple launches its new AR/VR headset in the coming months, **it's clear the firm is headed in new directions.**



While some firms may be racing to incorporate AI into their products, Apple is taking a measured approach and focusing on how AI can enhance its existing products and services. We can't wait to see where the company is headed and the immense possibilities that await.

Gemini 2

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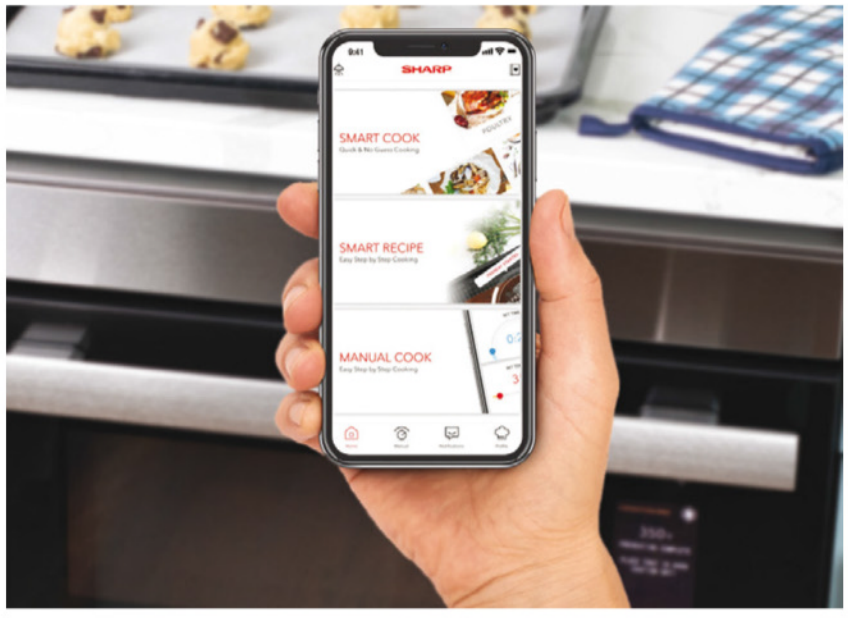

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FOUNDATIONS SEEK TO ADVANCE AI FOR GOOD — AND ALSO PROTECT THE WORLD FROM ITS THREATS

While technology experts sound the alarm on the pace of artificial-intelligence development, philanthropists — including long-established foundations and tech billionaires — have been responding with an uptick in grants.

Much of the philanthropy is focused on what is known as technology for good or "ethical AI," which explores how to solve or mitigate the harmful effects of artificial-intelligence systems. Some scientists believe AI can be used to predict climate disasters and discover new drugs to save lives. Others are warning that the large language models could soon upend white-collar professions, fuel misinformation, and threaten national security.

What philanthropy can do to influence the trajectory of AI is starting to emerge. Billionaires who earned their fortunes in technology are more likely to support projects and institutions that emphasize the positive outcomes of AI, while foundations not endowed with tech money have tended to focus more on AI's dangers.

For example, former Google CEO Eric Schmidt and wife, Wendy Schmidt, have committed hundreds of millions of dollars to artificial-intelligence grantmaking programs housed at Schmidt Futures to "accelerate the next global scientific revolution." In addition to committing $125 million to advance research into AI, last year the philanthropic venture announced a $148 million program to help postdoctoral fellows apply AI to science, technology, engineering, and mathematics.

Also in the AI enthusiast camp is the Patrick McGovern Foundation, named after the late

billionaire who founded the International Data Group and one of a few philanthropies that has made artificial intelligence and data science an explicit grantmaking priority. In 2021, the foundation committed $40 million to help nonprofits use artificial intelligence and data to advance "their work to protect the planet, foster economic prosperity, ensure healthy communities," according to a news release from the foundation. McGovern also has an internal team of AI experts who work to help nonprofits use the technology to improve their programs.

"I am an incredible optimist about how these tools are going to improve our capacity to deliver on human welfare," says Vilas Dhar, president of Patrick J. McGovern Foundation. "What I think philanthropy needs to do, and civil society writ large, is to make sure we realize that promise and opportunity — to make sure these technologies don't merely become one more profit-making sector of our economy but rather are invested in furthering human equity." Salesforce is also interested in helping nonprofits use AI. The software company announced last month that it will award $2 million to education, workforce, and climate organizations "to advance the equitable and ethical use of trusted AI."

Billionaire entrepreneur and LinkedIn co-founder Reid Hoffman is another big donor who believes AI can improve humanity and has funded research centers at Stanford University and the University of Toronto to achieve that goal. He is betting AI can positively transform areas like health care ("giving everyone a medical assistant") and education ("giving everyone a tutor"), he told the New York Times in May.

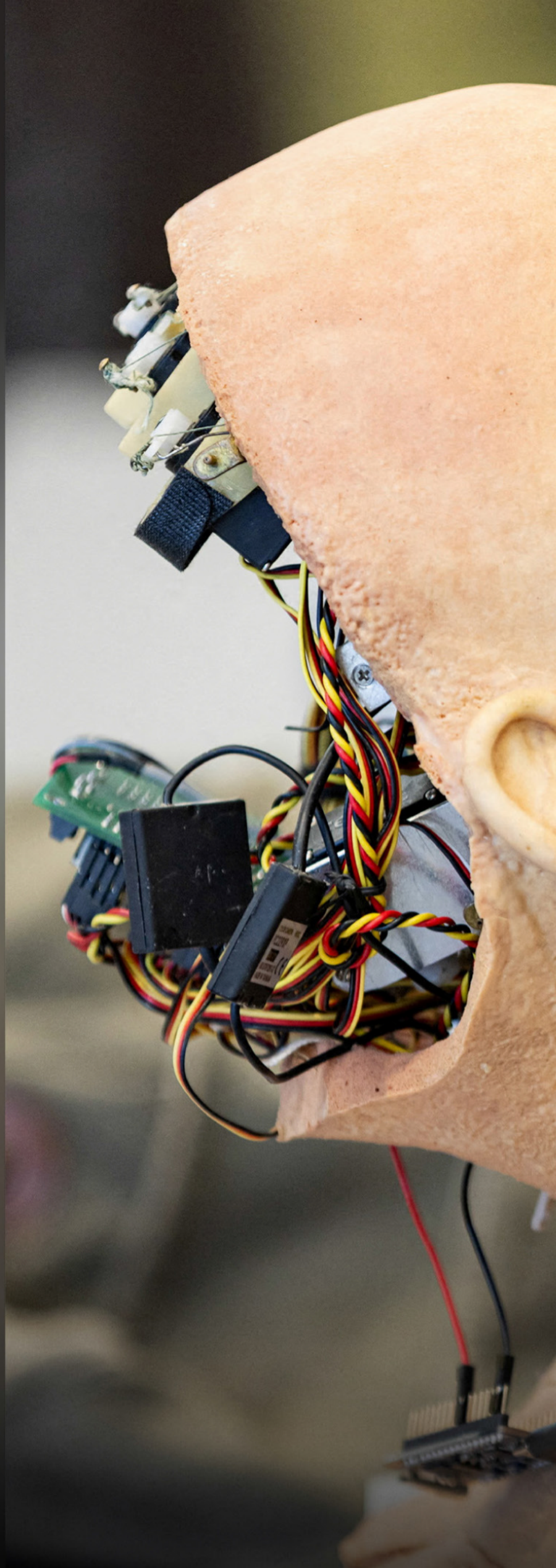
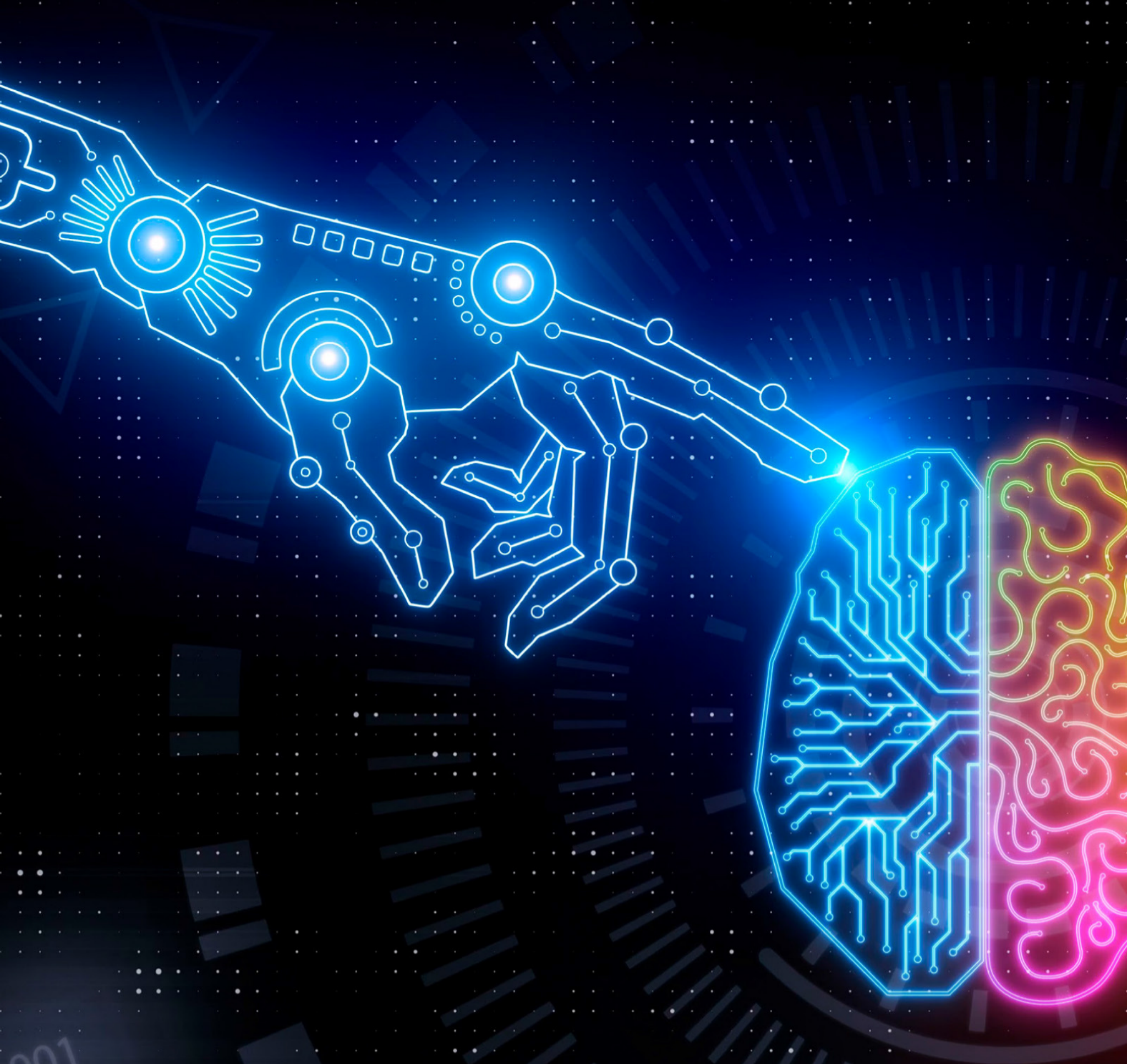


Image: Pierre Albouy



The enthusiasm for AI solutions among tech billionaires is not uniform, however. EBay founder Pierre Omidyar has taken a mixed approach through his Omidyar Network, which is making grants to nonprofits using the technology for scientific innovation as well as those trying to protect data privacy and advocate for regulation.

"One of the things that we're trying really hard to think about is how do you have good AI regulation that is both sensitive to the type of innovation that needs to happen in this space but also sensitive to the public accountability systems," says Anamitra Deb, managing director at the Omidyar Network.

Grantmakers that hold a more skeptical or negative perspective on AI are also not a uniform group; however, they tend to be foundations unaffiliated with the tech industry.

The Ford, MacArthur, and Rockefeller foundations number among several grantmakers funding nonprofits examining the harmful effects of AI.

For example, computer scientists Timnit Gebru and Joy Buolamwini, who conducted pivotal research on racial and gender bias from facial-recognition tools — which persuaded Amazon, IBM, and other companies to pull back on the technology in 2020 — have received sizable grants from them and other big, established foundations.

Gebru launched the Distributed Artificial Intelligence Research Institute in 2021 to research AI's harmful effects on marginalized groups "free from Big Tech's pervasive influence."The institute raised $3.7 million in initial funding from

the MacArthur Foundation, Ford Foundation, Kapor Center, Open Society Foundations, and the Rockefeller Foundation. (The Ford, MacArthur, and Open Society foundations are financial supporters of the Chronicle.)

Buolamwini is continuing research on and advocacy against artificial-intelligence and facial-recognition technology through her Algorithmic Justice League, which also received at least $1.9 million in support from the Ford, MacArthur, and Rockefeller foundations as well as from the Alfred P. Sloan and Mozilla foundations.

"These are all people and organizations that I think have really had a profound impact on the AI field itself but also really caught the attention of policymakers as well," says Eric Sears, who oversees MacArthur's grants related to artificial intelligence. The Ford Foundation also launched a Disability x Tech Fund through Borealis Philanthropy, which is supporting efforts to fight bias against people with disabilities in algorithms and artificial intelligence.

There are also AI skeptics among the tech elite awarding grants. Tesla CEO Elon Musk has warned AI could result in "civilizational destruction." In 2015, he gave $10 million to the Future of Life Institute, a nonprofit that aims to prevent "existential risk" from AI, and spearheaded a recent letter calling for a pause on AI development. Open Philanthropy, a foundation started by Facebook co-founder Dustin Moskovitz and his wife, Cari Tuna, has provided majority support to the Center for AI Safety, which also recently warned about the "risk of extinction" associated with AI.

EXPORTSYMBOL(groupsalloc);
void groups_free(struct group_info *group_info
{
if (groupinfo->blocks[0] != group_info->sm
int i;
for (i = 0; i < group_info->nblocks; i
freepage((unsigned long)groupinfo-
kfree(groupinfo);
}
EXPORTSYMBOL(groupsfree);
/* export the groupinfo to a user-space array
const struct group_info *group_in
static int groups_touser(gid_t _user *grouplis
unsigned int count = groupinfo->ngroups;
int i;
for (i = 0; i < group_info->nblocks; i++)
unsigned int cpcount = min(NGROUPSPERB
unsigned int len = cpcount * sizeof(*g
if (copyto_user(grouplist, group_info-
return -EFAULT;
mod.use_x = False
mod.use_y = True
mod.use_z = False
operation == "MIRROR_Z":
mod.use_x = False
mod.use_y = False
mod.use_z = True
.active = modifier_ob
at the end -add back the
.select= 1
ob.select=1
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lected" + str(modifier_ob))

A significant portion of foundation giving on AI is also directed at universities studying ethical questions. The Ethics and Governance of AI Initiative, a joint project of the MIT Media Lab and Harvard's Berkman Klein Center, received $26 million from 2017 to 2022 from Luminate (the Omidyar Group), Reid Hoffman, Knight Foundation, and the William and Flora Hewlett Foundation. (Hewlett is a financial supporter of the Chronicle.)

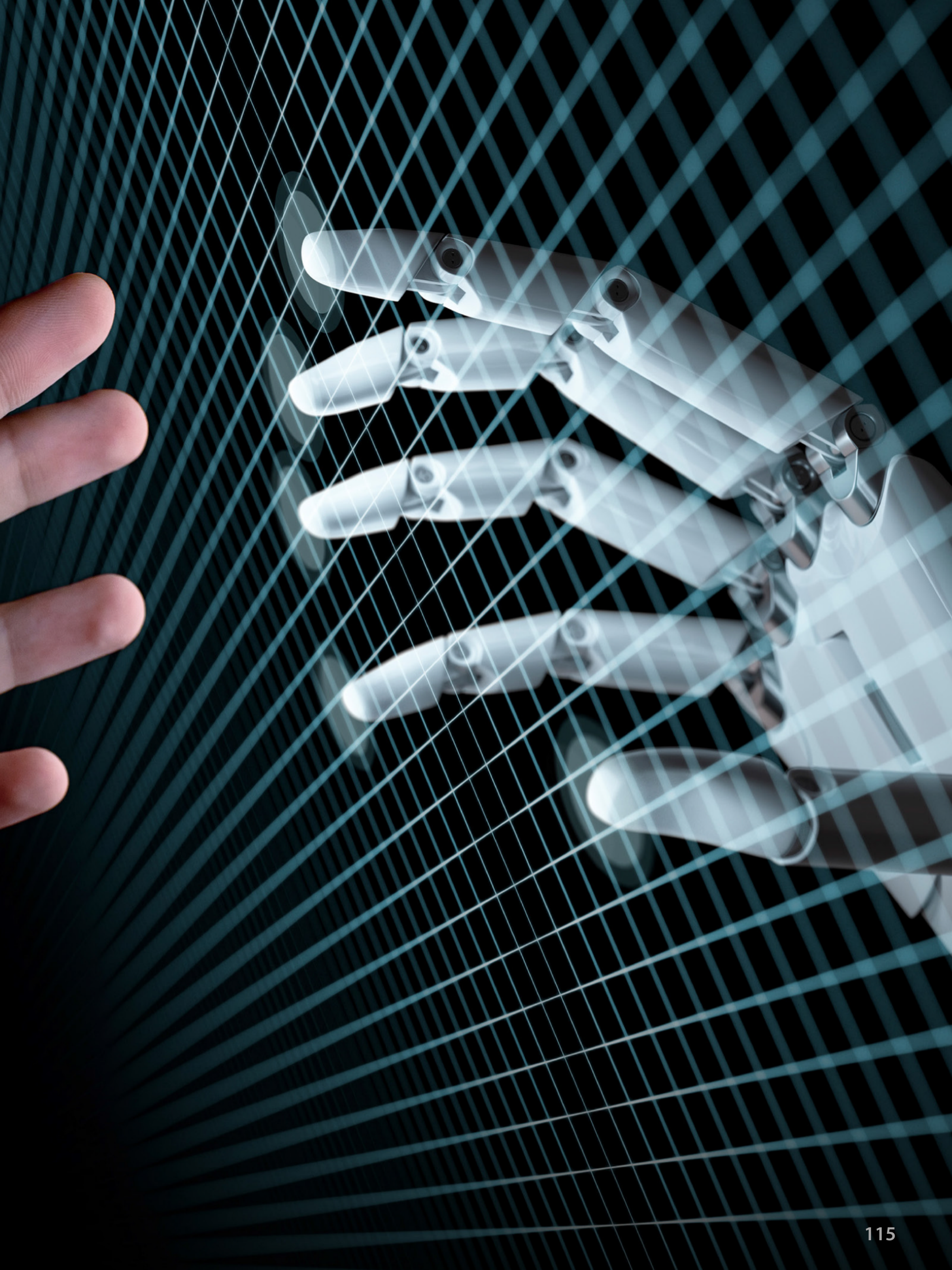
The goal, according to a May 2022 report, was "to ensure that technologies of automation and machine learning are researched, developed, and deployed in a way which vindicates social values of fairness, human autonomy, and justice." One university funding effort comes from the Kavli Foundation, which in 2021 committed $1.5 million a year for five years to two new centers focused on scientific ethics — with artificial intelligence as one priority area — at the University of California at Berkeley and the University of Cambridge. The Knight Foundation announced in May it will spend $30 million to create a new ethical technology institute at Georgetown University to inform policymakers.

Although hundreds of millions of philanthropic dollars have been committed to ethical AI efforts, influencing tech companies and governments remains a massive challenge.

"Philanthropy is just a drop in the bucket compared to the Goliath-sized tech platforms, the Goliath-sized AI companies, the Goliath-sized regulators and policymakers that can actually take a crack at this," says Deb of the Omidyar Network.

Even with those obstacles, foundation leaders, researchers, and advocates largely agree that philanthropy can — and should — shape the future of AI.

"The industry is so dominant in shaping not only the scope of development of AI systems in the academic space, they're shaping the field of research," says Sarah Myers West, managing director of the AI Now Institute. "And as policymakers are looking to really hold these companies accountable, it's key to have funders step in and provide support to the organizations on the front lines to ensure that the broader public interest is accounted for."



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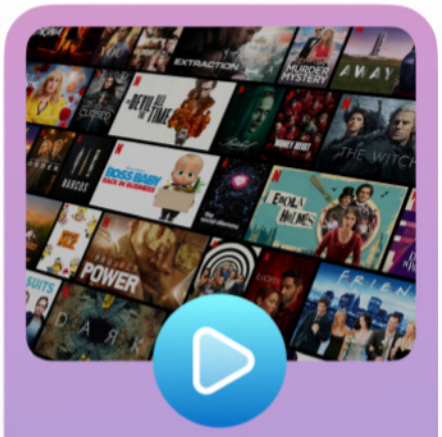

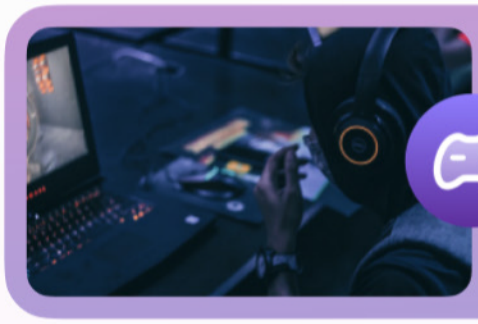

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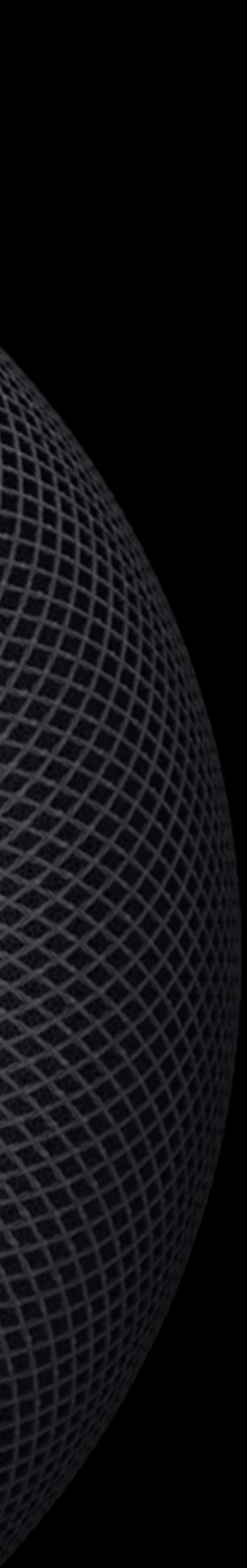


HomePod 2

Reborn speaker amping up smart home technology

PREHISTORIC
PLANET

It’s not often Apple brings back a product line from the dead, but when it does, it has good reason. The second-generation HomePod is Apple’s attempt to reinvigorate its smart home range and offer consumers more choices in an ever-competitive smart home hub landscape.

INTRODUCING HOMEPOD 2

After using press releases to announce new Mac minis and M2-powered MacBooks, Apple took the same approach in January to announce the second-generation HomePod. Rather than its usual lavish in-person or remote events, Apple appears to be taking a new approach to product announcements in 2023: get quality products out there as quickly as possible for consumers to enjoy, even if we don't have time to shout about them at Apple Campus. Apple has described the new device as a "powerful smart speaker that delivers next-level acoustics in a gorgeous, iconic

design," offering "Apple innovations and Siri intelligence" to deliver users a "groundbreaking listening experience." While the device might look the same as its discontinued predecessor on the face of things, Apple has added new ways to manage everyday tasks and control the smart home. From creating home automation using Siri, getting notified when a smoke or carbon monoxide alarm is detected, and checking the temperature and humidity in a room, it's all possible with the brand new HomePod.

Speaking of the new product, Greg Joswiak, Apple's senior vice president of Worldwide

Marketing, said: "Leveraging our audio expertise and innovations, the new HomePod delivers rich, deep bass, natural mid-range, and clear, detailed highs. With the popularity of the HomePod mini, we've seen growing interest in even more powerful acoustics achievable in a larger HomePod. We're thrilled to bring the next generation to customers worldwide."

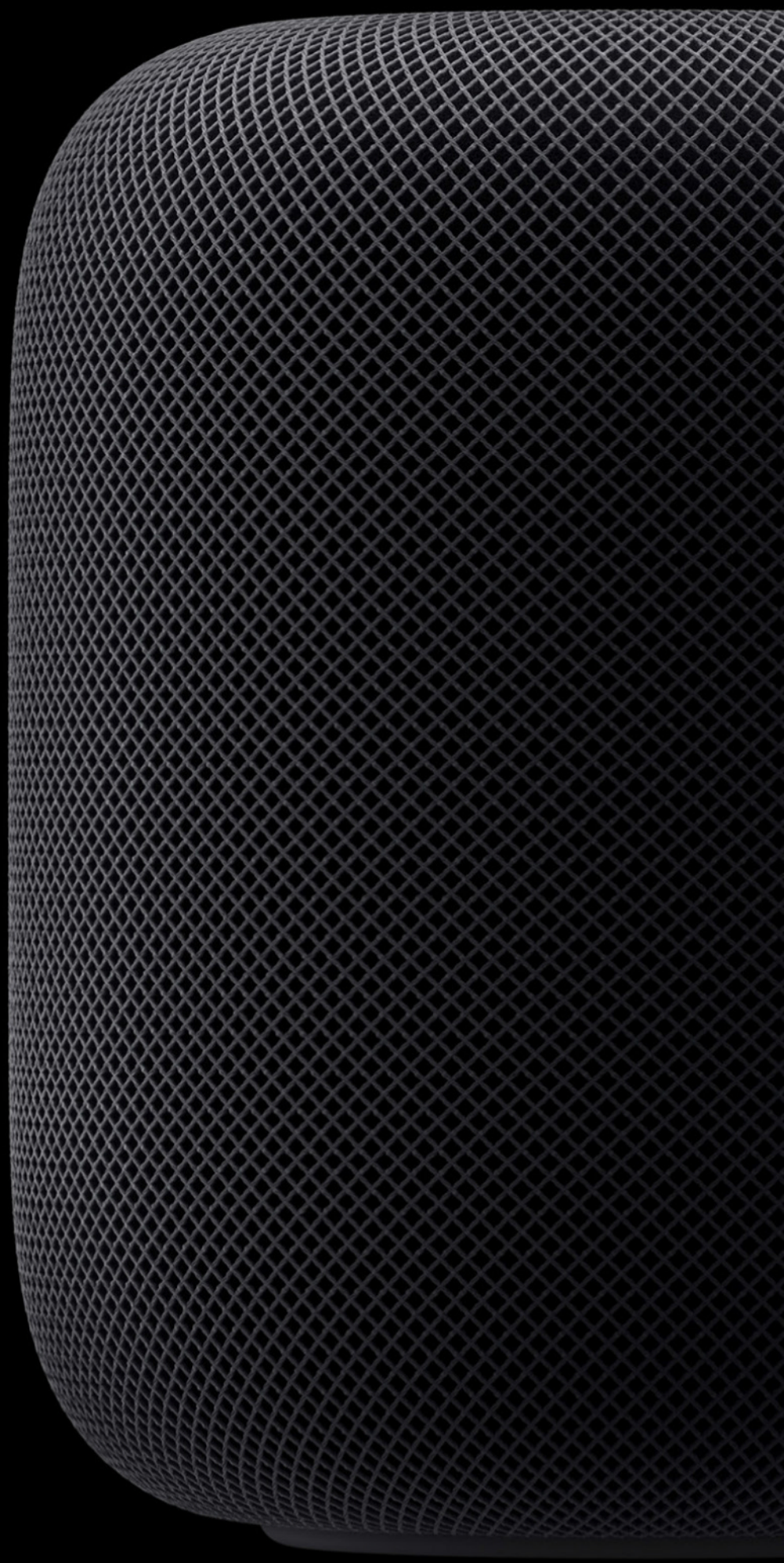
Perhaps what's most striking about the new HomePod is that it looks almost identical to the version that Apple launched back in 2017, **only to reduce the price of the device in 2019 to boost sales** and then **discontinue it after it struggled to make a meaningful impact at its high price point.** Nobody denied that the original HomePod was good. Indeed, it looked and sounded much better than comparable products on the market from Google and Amazon, but it also costs $200 more than the rival's alternatives. However, Apple has since launched the HomePod mini and having found success in the market, Apple is keen to have another go at things. The **HomePod mini became the world's best-selling smart speaker in 2022,** and Apple hopes it can claw back some of the speaker market shares.

The new HomePod boasts a sleek and elegant design with a seamless mesh fabric and a backlit touch surface that illuminates from edge to edge. The device is available in white and a new color, "midnight," made from 100% recycled mesh fabric, with a matching weaved power cable. Some may criticize Apple for not updating the device's design, now six years old. Still, the truth is that the technology was so well-manufactured the first time around that an identical spiritual successor makes sense.

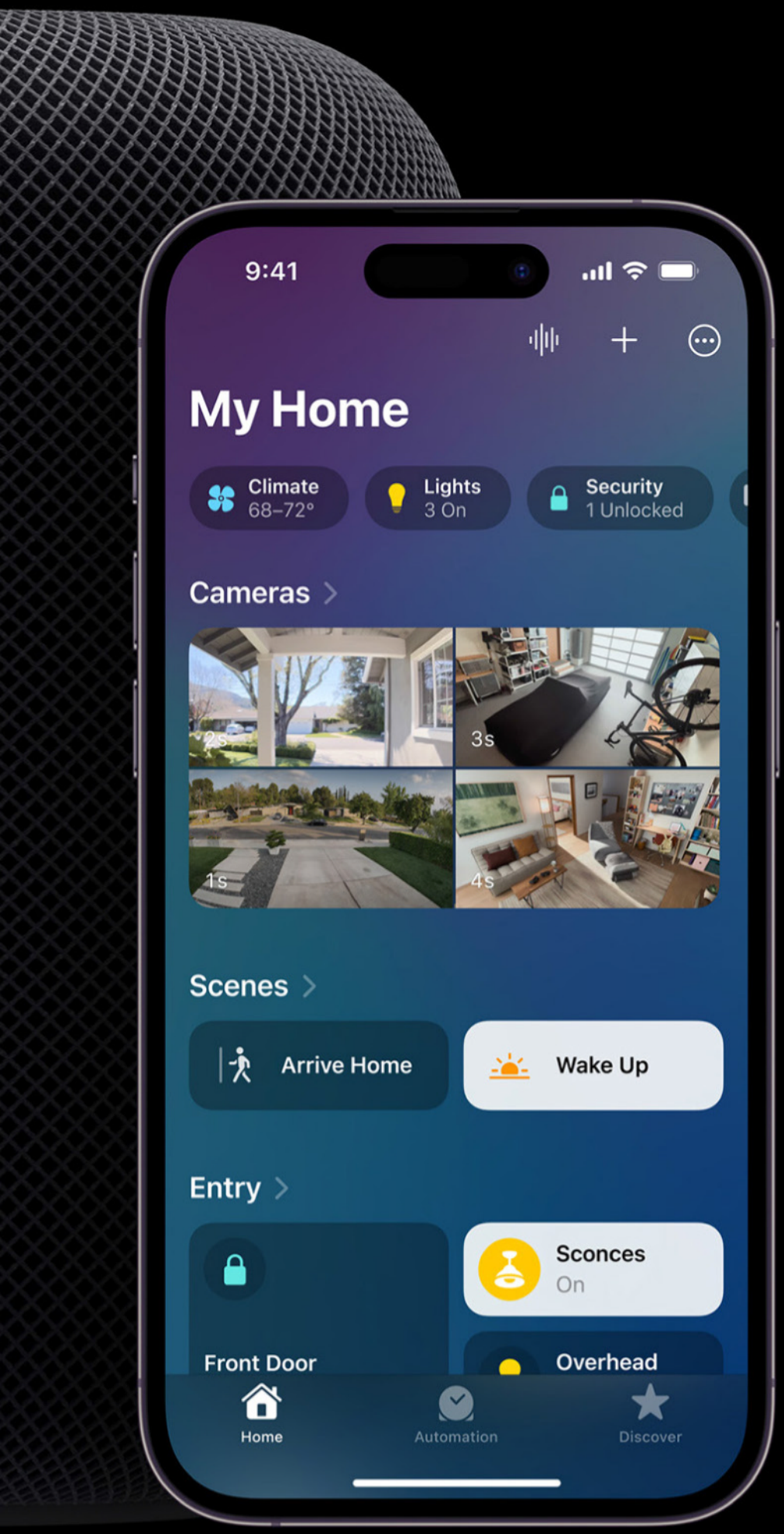
But on the inside, some changes are afoot. Apple has added a custom-engineered high-excursion woofer, a powerful motor, a built-in bass-EQ microphone, and five beamforming tweeters to ensure the new HomePod 2 delivers unparalleled audio quality with rich bass and stunning high frequencies. The S7 chip, along with software and system-sensing technology, offers advanced computational audio for an immersive listening experience. HomePod also features room-sensing technology that adjusts sound real time to accommodate the listener's environment. With access to over 100 million songs on Apple Music and Siri's music knowledge, users can enjoy their favorite tunes and playlists effortlessly, even more so when their pair their device to the iPhone to **take advantage of features like Apple Music's new karaoke option.** For an elevated experience, two or more HomePod speakers can be paired for multiroom audio, a stereo pair, or used as an intercom. This allows users to play the same or different songs in different rooms or create a wide and immersive soundstage for a standout listening experience, **ideal when paired with Apple TV.**

ELEVATING THE HOMEPOD EXPERIENCE

With Ultra Wideband technology, iPhone users can effortlessly transfer their current activity, such as a song, podcast, or call, to a HomePod. Simply bring an iPhone close to the HomePod to receive personalized song and podcast recommendations or control what's playing. HomePod can recognize up to six different voices, allowing each household member



to access their playlists, set reminders, and calendar events. The HomePod also provides a top-notch home theater experience paired with an Apple TV 4K. The eARC support on the Apple TV 4K allows HomePod to serve as the audio system for all connected devices. Additionally, with Siri on HomePod, users can control their Apple TV hands-free. Thanks to the Find My feature on HomePod, users can easily locate their Apple devices like an iPhone by playing a sound on the misplaced device. They can also ask Siri for the location of friends or family members who have shared their location through the app. A Smart Home Must-Have HomePod is equipped with Sound Recognition,



allowing it to listen for smoke and carbon monoxide alarms and send a notification to the user's iPhone in an emergency. The built-in temperature and humidity sensor can measure indoor environments, enabling users to set up automation such as closing the blinds or turning on the fan when a specific temperature is reached.

HomePod 2 also serves as a smart hub for Matter, which Apple now supports. The global smart home standard was launched officially in 2022 and ensured smart home products all talk to each other so you can own hardware from several different manufacturers. It means HomePod 2 could be the hub of your smart

PREHISTORIC PLANET

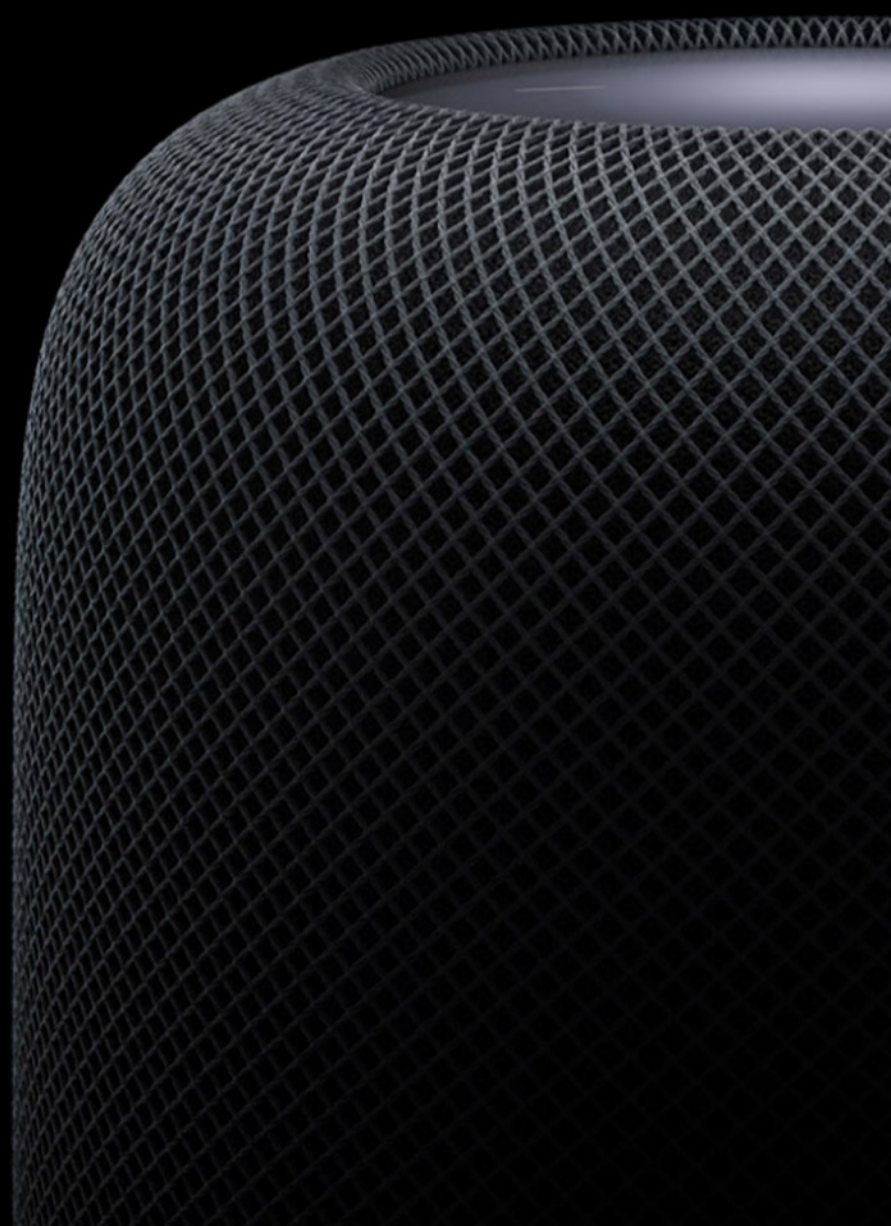
tv+

home set-up, given it's a smart speaker, letting you control light bulbs, security cameras, and other accessories from other companies. It's good to know that Apple also updated its Home app for iPhone. The HomePod 2 will fully integrate with it to unlock possibilities that weren't possible with the original HomePod.

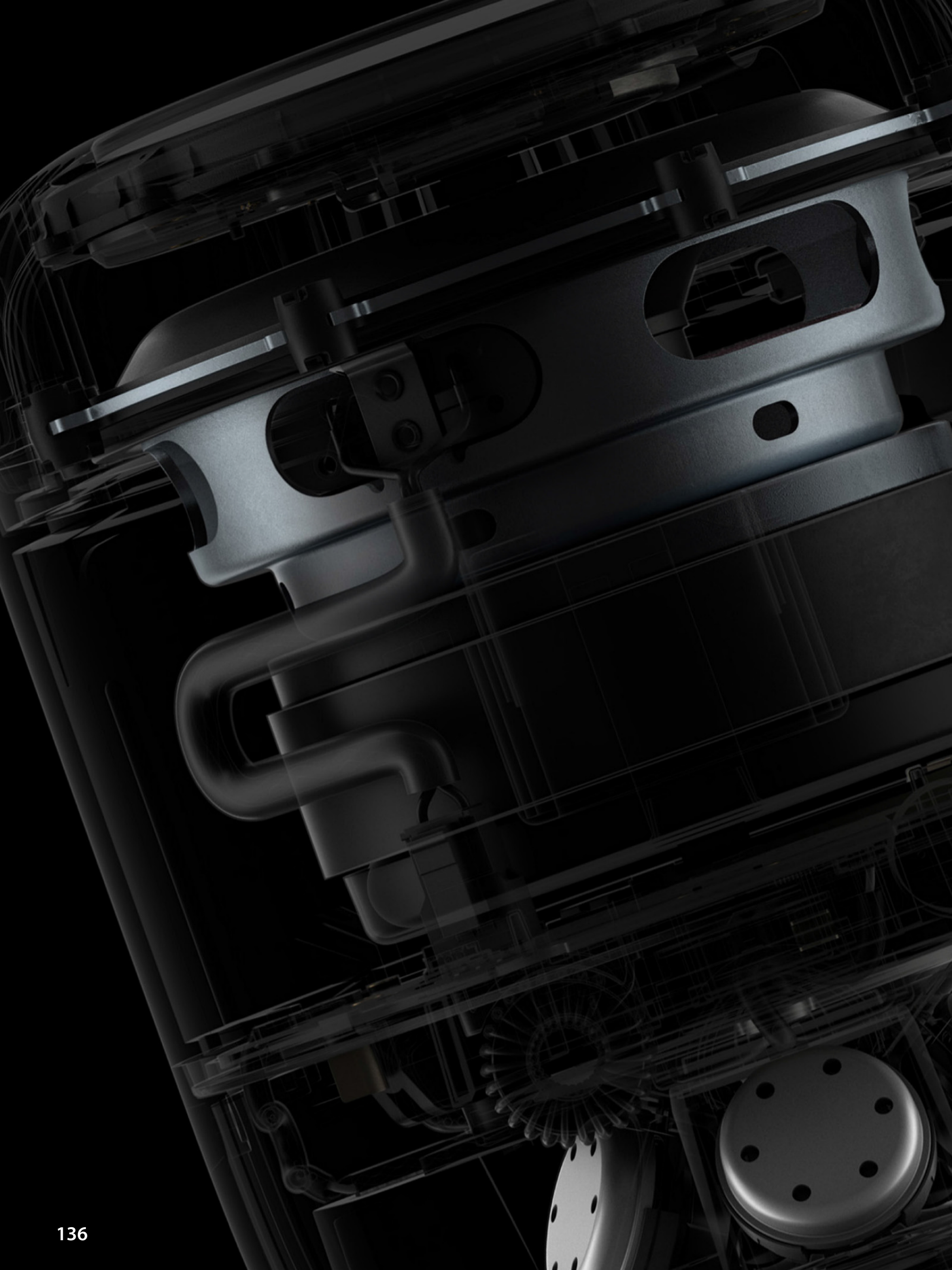
THE REVIEWS ARE IN

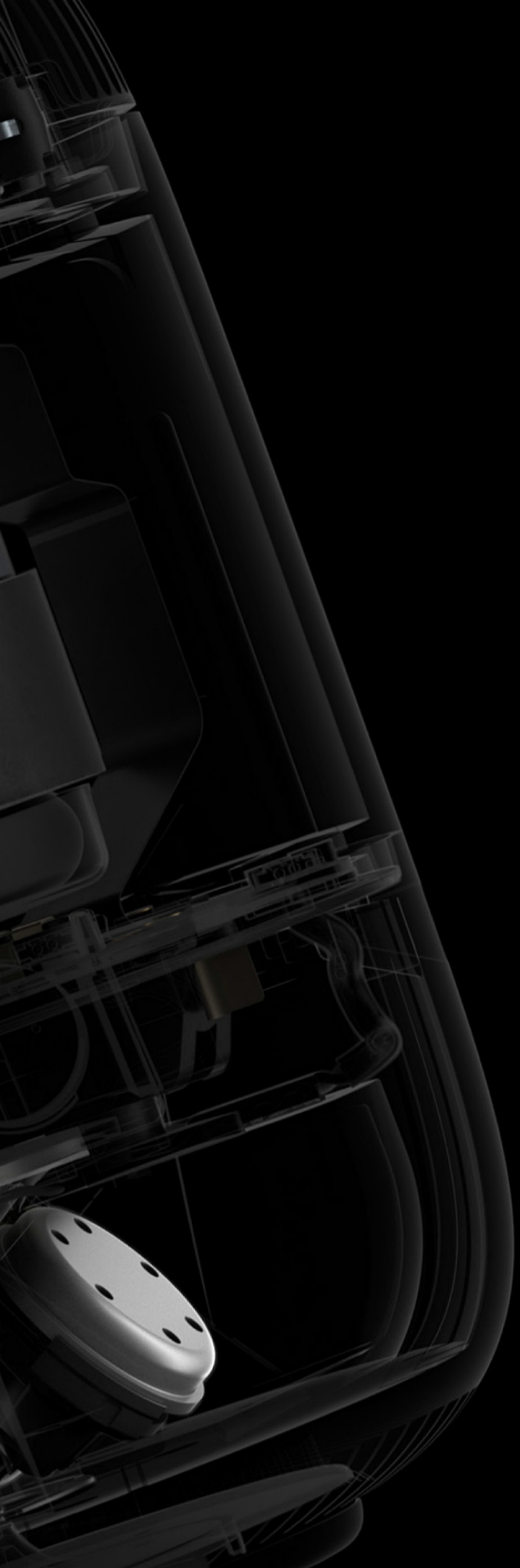
There's no denying that the HomePod 2 is a controversial release. Apple effectively said that there wasn't a market for the device when it discontinued the range, only to bring it back a couple of years later. But the good news is that reviewers and technology critics agree that the device makes sense in 2023. Billy Steele from Engadget said, "for the most part HomePod sounds outstanding, especially when you put it up against other smart speakers," but added that "Apple's choice for tuning won't appease everyone" in his 84% review. TechCrunch's Brian Heater, on the other hand, is a fan of the revived range. "Ditching the original HomePod to focus on the Mini was — and remains — a weird move. It's nice to see the big speaker back and better than before — if not radically changed in the way it **might have been had the company continued to issue regular updates,"** he said.

Standard said, "HomePod is a fine speaker that spanks rival products from Google or Amazon in sound. **It equals offerings from audio brands, such as Sonos or Bang & Olufsen,"** and What HiFi gave the device five-stars in its review, praising the natural, solid and energetic sound, and **spacious and three-dimensional sound, particularly with Atmosa,**



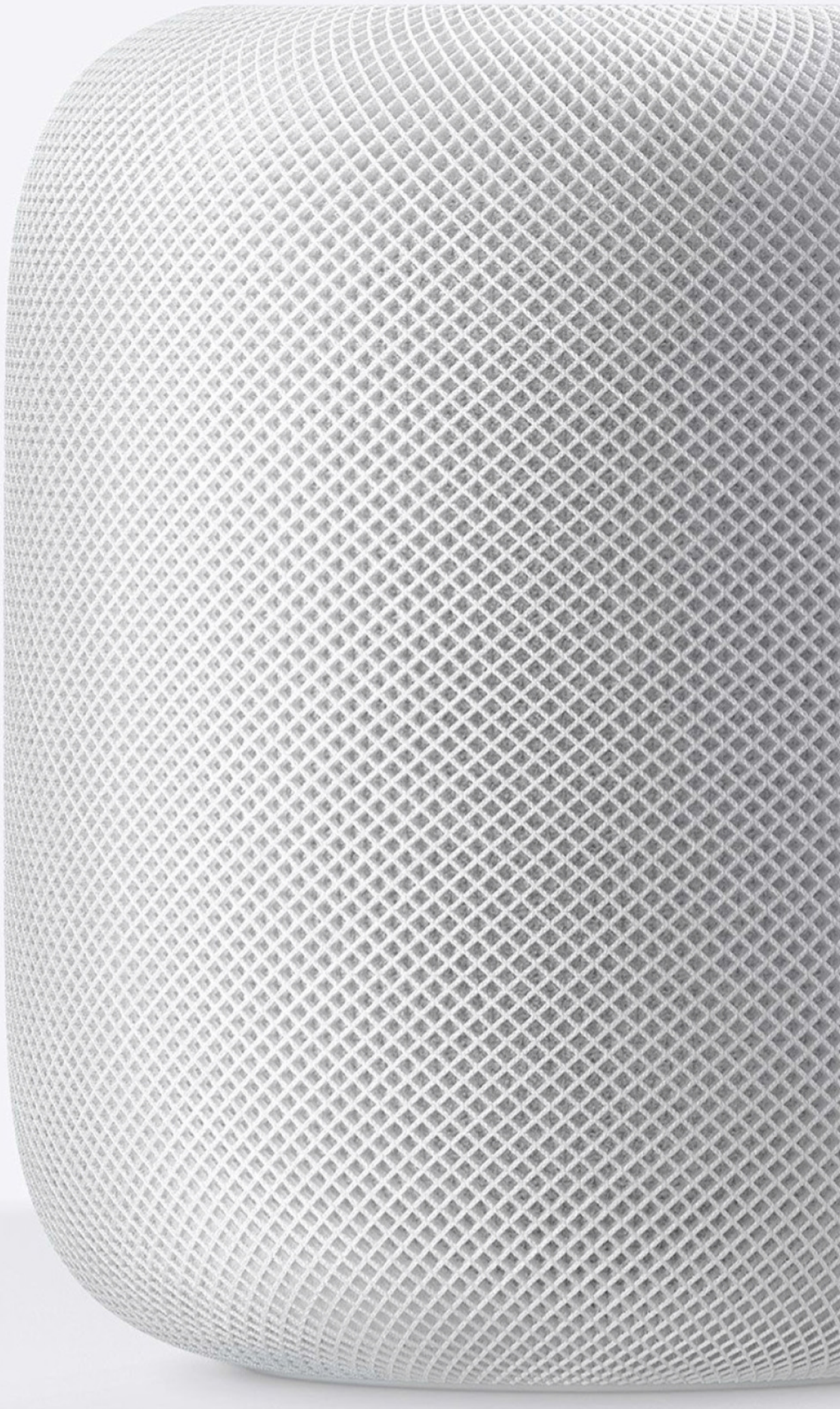
HEARTFIRST
Kelsea Ballerini

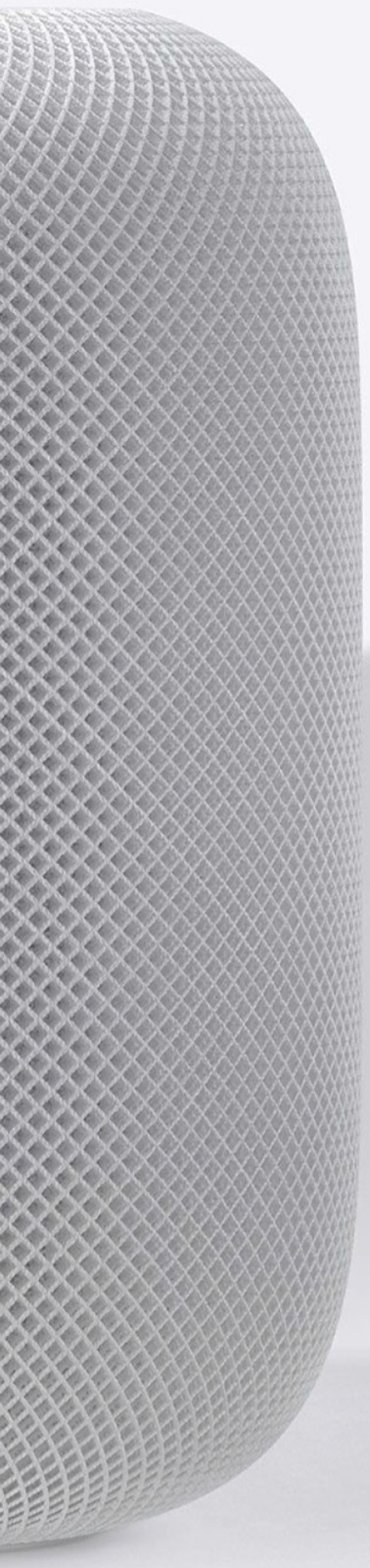




but noted that the device is still only suitable for dedicated Apple users and doesn't offer support for Spotify or TIDAL just yet.

Mike Prospero from Tom's Guide argued that there "isn't anything revolutionary about the HomePod (2nd generation), but as with most of Apple's products, it's a well thought out device," adding that it's "rivaled only by the Sonos One" for audio quality, **demonstrating its quality and performance.** The Verge noted some early bugs, writing: "Occasionally, my HomePod review units seemed to get confused about whether they should play a spatial audio track or just stick with lossless instead. More than a few times, the Now Playing screen didn't show a badge for either Atmos or lossless," **suggesting Apple still needs to make some tweaks to its software** whilst CNET offered a comparison between the new HomePod and the HomePod mini. "I surprised how well the company's cheapest speaker fared. With Spoon's U Got Yr Cherry Bomb, the Mini offered forward vocals, plenty of basses, and not too much tambourine. **While it doesn't do spatial effects, the Mini sounded very good at a third of the price."**





HomePod 2 is Apple's next leap forward for smart home automation, and we can't wait to see what comes next. With rumors of a tablet-style HomePod in the next year or so, there's plenty to look forward to.

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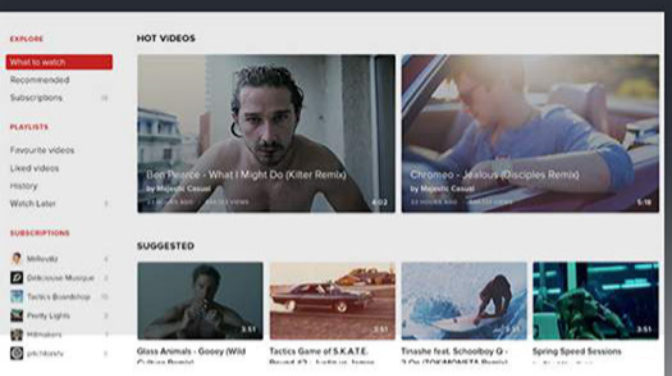

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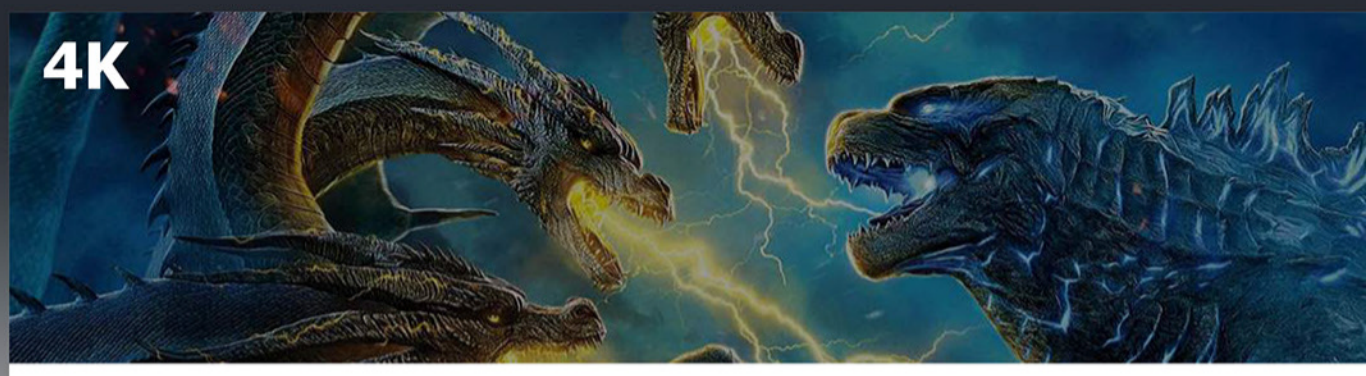

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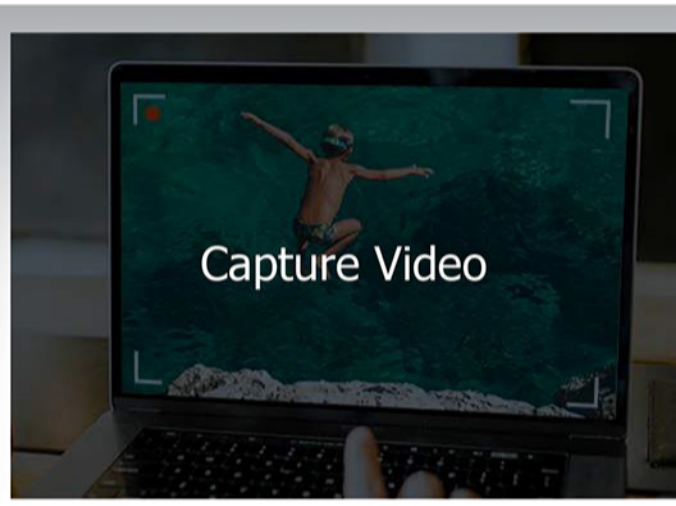

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OpenAI

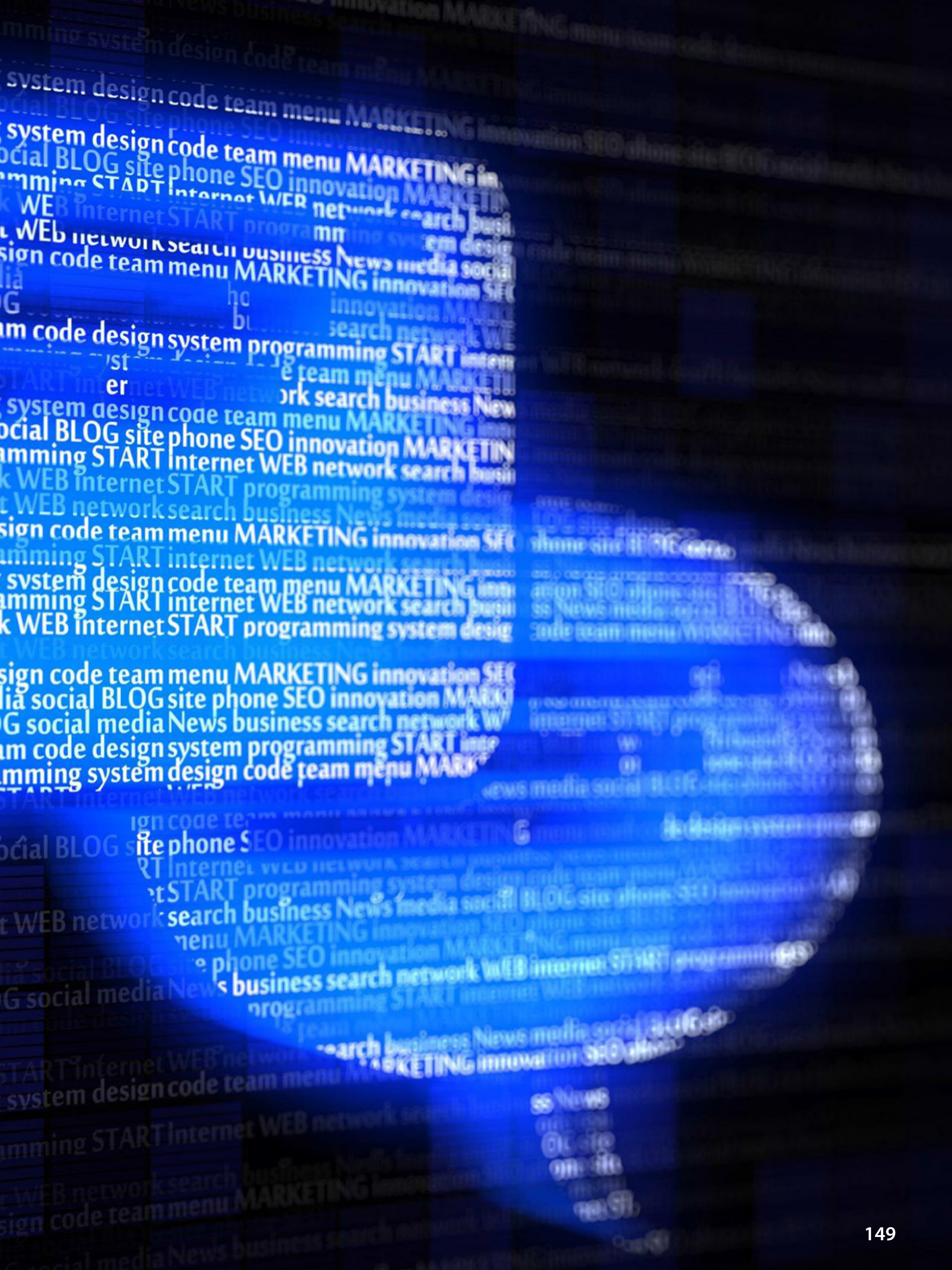
Blurring the lines between machines and humans

2022 was the “Year of AI,” with a McKinsey Global Survey suggesting adoption has doubled since 2017. With brands offering access to mind-blowing tech, platforms like ChatGPT and Dall-E are now household names, introducing us to a new world of creativity and possibility.

CHANGING THE WAY WE SPEAK - AND WRITE - WITH CHATBOTS

If you've spent any time on TikTok over the past two months, the chances are that you've heard of artificial intelligence chatbots like ChatGPT, which OpenAI developed. The tool was even praised by Twitter CEO Elon Musk, who wrote, "ChatGPT is scary good. We're not far from dangerously strong AI" **in December 2022 after the software went viral online.** The software allows users to type questions using natural language and receive conversational responses, which are generated using vast amounts of information gathered from the internet. Think of it as Google but taken up a notch - you can have real conversations with the robot and expect natural, content-rich answers. One of the unique features of ChatGPT is its ability to remember the previous exchanges in a conversation and use them to inform its future responses, changing the way we talk with computers and opening up new possibilities for the future. Chatbots with AI can maintain a coherent conversation thread and provide more relevant answers to follow-up questions. In the months and years to come, we'll no doubt see companies such as Google and Microsoft integrate more of these humanized, AI-heavy experiences into their search engines. There are, of course, **significant possibilities and opportunities for brands looking to do the same.**

Of course, it's important to remember that ChatGPT is not omniscient and cannot replace humans, but what's most interesting is that it has demonstrated the ability to be creative and provide seemingly authoritative answers.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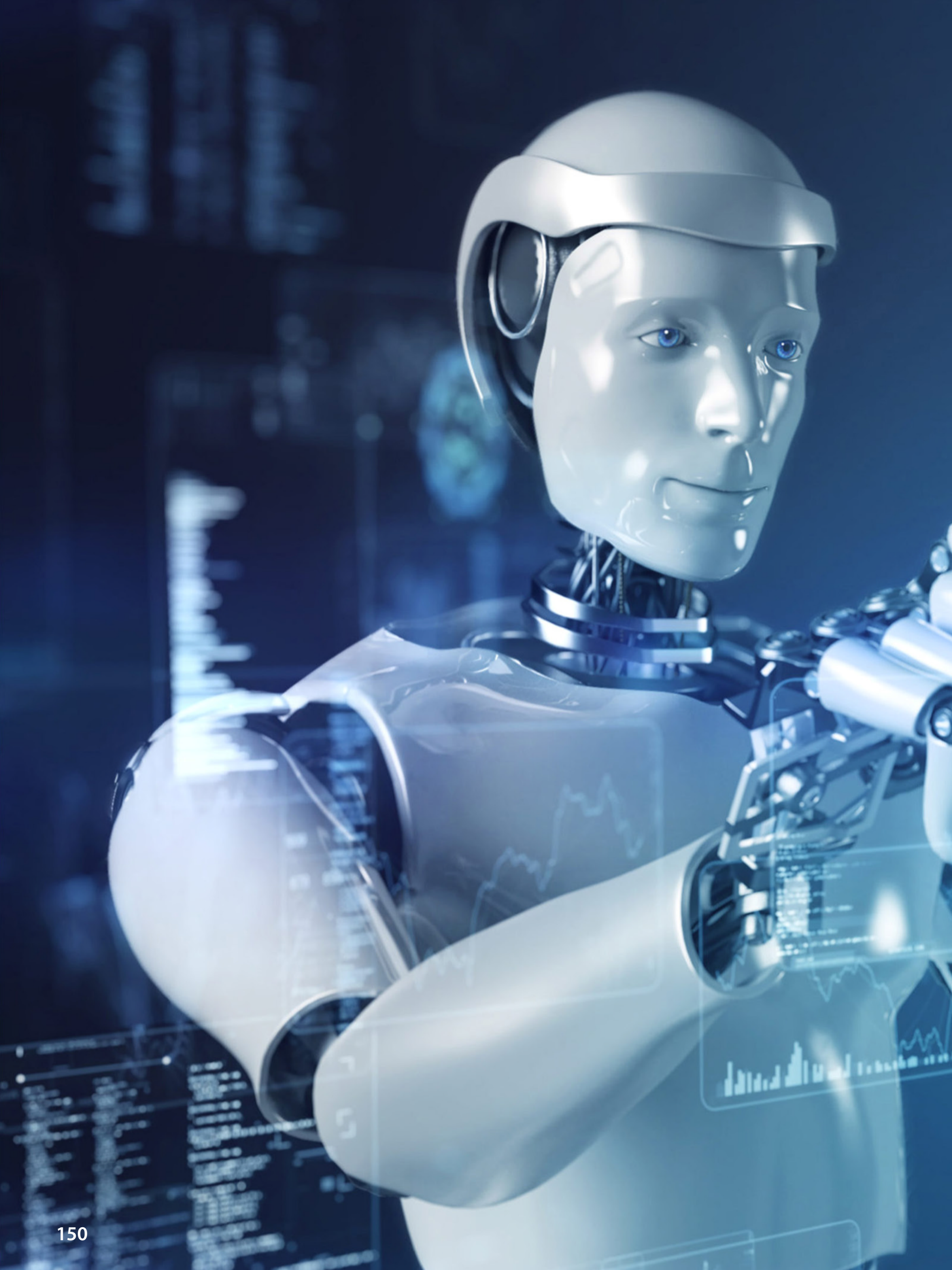


Unlike other AI tools connected to the internet that can share up-to-the-minute information, ChatGPT is offline, so it can only pull relevant news and information from 2021 and prior. Combining the two could create something truly innovative and magical, changing how we communicate with businesses and search engines. Right now, though, it's not perfect: OpenAI has cautioned that ChatGPT may sometimes provide incorrect or misleading information. Therefore, users must be cautious when relying on the chatbot's responses for important decisions or actions. And before you start thinking that ChatGPT will take over your job in copywriting, customer service, or the arts, it's not quite there just yet. A study of 1,700 Americans sponsored by Ujet found that **72% of people found chatbots to be a waste of time.** Despite this, ChatGPT's capabilities and the potential for further development make it an exciting and noteworthy development in the field of AI.

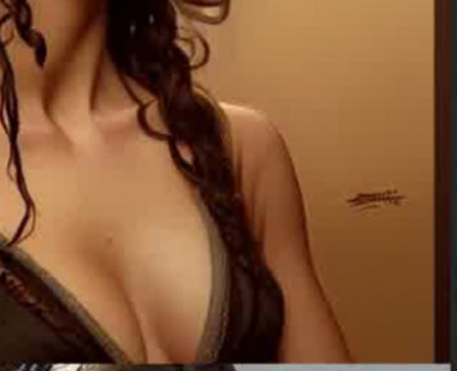
There's also the concern of plagiarism. Sure, you could ask ChatGPT to complete your homework or an assignment at work, but how can a machine truly create a unique piece of work in your style and voice? Indeed, educators have expressed fears that it could be used to cheat on homework and coursework. In an effort to combat this risk, **OpenAI says it's working on a system to "watermark" the bot's output,** making it easier to detect when the machine has generated text. This would involve slightly altering the specific words chosen by the chatbot in a way that is statistically predictable to anyone searching for signs of machine-generated text. However,

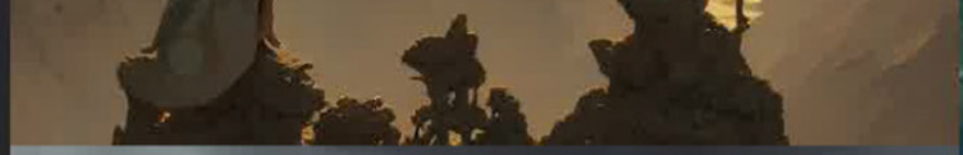
the chatbot's output has not yet triggered any conventional plagiarism detectors, as it is not copying existing text. OpenAI hopes its watermarking system will make it more difficult for ChatGPT's output to be passed off as human-generated text. The same in the world of media and marketing: if a computer can write articles, web copy, and documents, surely the world will become a boring place of one-tone content written by computers with no regard for humans?

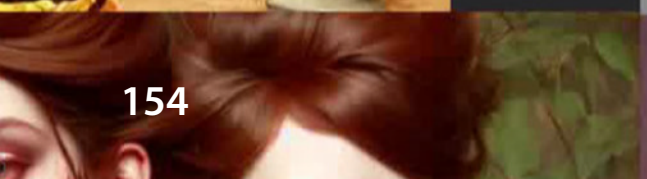
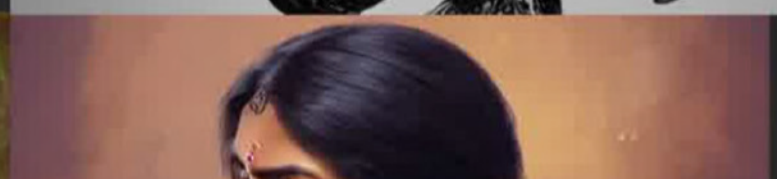
AI ARTWORK UNLOCKS EXCITING NEW POSSIBILITIES

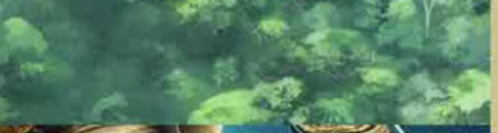
It's not just written content that AI is creating: visual content is also being disrupted. Lensa AI, for example, is one of the world's most popular artificial intelligence (AI) photo editing apps, having gained widespread popularity in recent months due to its "magic avatar" feature. The innovative tool allows users to generate digital artwork using the open-source Stable Diffusion model. The app launched in 2018 and achieved 22.2 million worldwide downloads and almost $29 million in consumer spending. Its success has seen it rise to the top of the iOS App Store's "Photo & Video" charts, ahead of YouTube and Instagram. In November alone, the app was downloaded 1.6 million times, a significant increase of 631% from the 219,000 downloads recorded in the previous month.

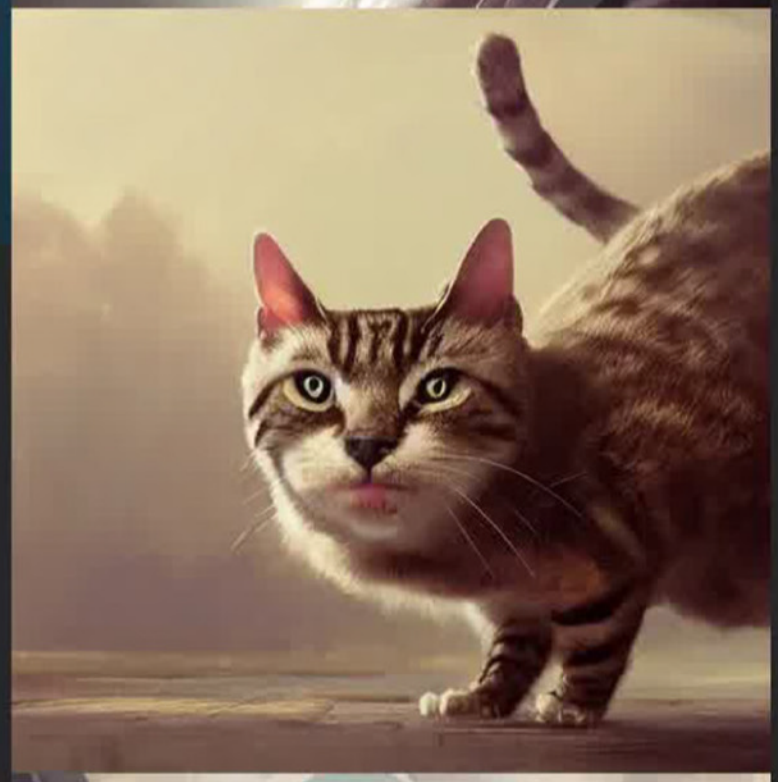
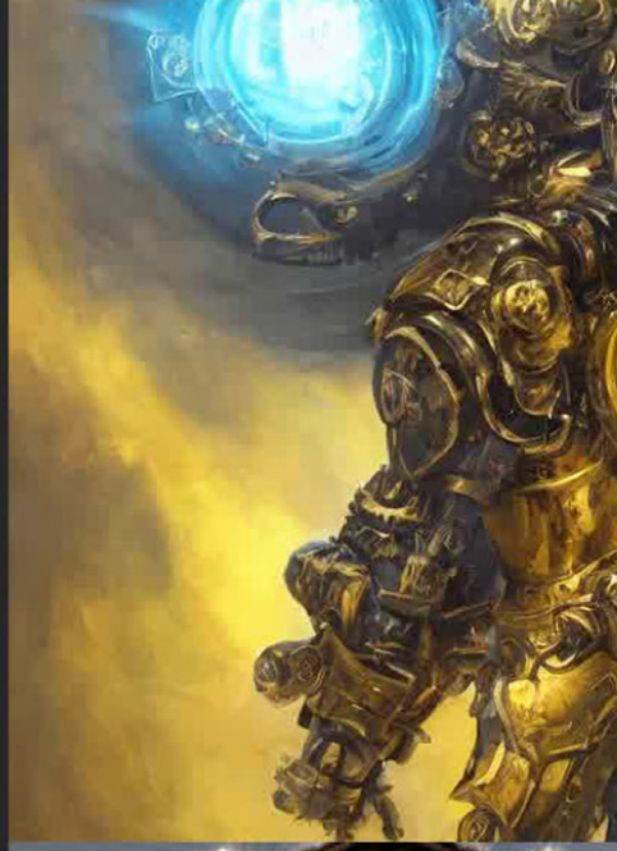
Viral photo editing apps have garnered a negative reputation in the past, with some being used as vectors for malware and others raising concerns about the safety of the uploaded photos. However, the team behind Lensa AI, Prisma Labs, has reassured users







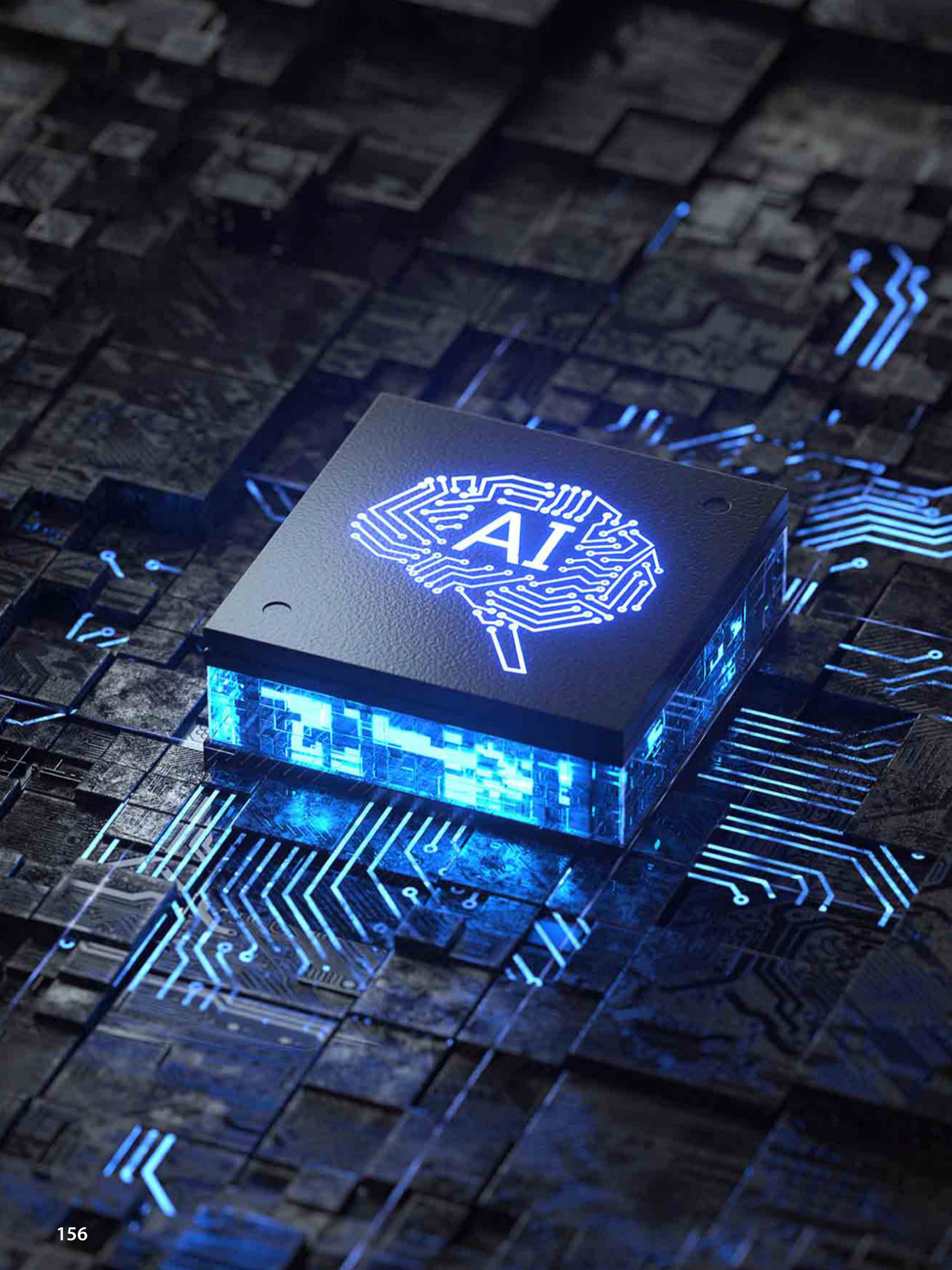

AI

Image: Grinvalds

that it uses Amazon Web Services cloud services to process photos and that images are **immediately deleted as soon as an AI model has been trained.** This is in contrast to Russia-based AI editor FaceApp, which sparked controversy after revealing that it might store **updated photos in the cloud "for performance and traffic reasons."** However, it stated that most images are deleted within 48 hours. Overall, Lensa AI appears to be a popular and relatively safe option for those looking to edit their photos with the help of AI technology.

Concerns have been raised among artist communities regarding the **AI-powered photo app,** with digital artists claiming that their work is being used to train the AI model without their permission and that the app's popularity is taking away commission opportunities. Lensa uses a copy of the open-source neural network model Stable Diffusion to train its AI, which accesses a dataset of billions of images from the internet called LAION-5B to learn techniques for generating new works. Despite Lensa's assertion that the generated images are not replicas of any particular artist's artwork, some have raised concerns about art theft.

THE FUTURE OF AI IS COMING

The truth is, it's hard to know precisely what impact AI will have on art and the creative sectors in the months and years ahead. What is clear, however, is that artificial intelligence (AI) has the potential to impact the way creative professionals work significantly. While it may not be feasible to automate the creative process at this time fully, AI can still be utilized

to increase efficiency. One way artists can use AI is through image recognition software that can identify instances of their work being used online, allowing them to monitor and attribute it appropriately. AI can also assist in the editing process, with programs like Photoshop and Adobe Illustrator becoming more advanced and able to edit themselves. This frees up time for creative professionals to focus on higher-level tasks, such as conceptualizing new projects. AI has applications in various creative fields, including music production and writing. As the world of art continues to evolve, creatives need to be prepared for how technology may shape their careers in the future. Pair the unleashed power of AI with tools from Apple like Final Cut Pro and Logic Pro and software from Adobe like Photoshop, Illustrator, and more, and the possibilities are virtually endless going forward.

With artificial intelligence, augmented reality, and virtual reality coming to the fore, 2023 looks set to be a revolutionary year. It could change the way we live, work, and consume content forever, and we're looking forward to following the journey every step of the way.

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Lucid Air

UNLOCKING NEW POSSIBILITIES WITH APPLE CARPLAY

LUCID

Lucid Motors, the renowned producer of high-end EVs, has announced its models will feature wireless CarPlay. This move has triggered speculations of a potential acquisition by Apple as the tech giant gears up to venture into the realm of self-branded automobiles.

LUCID AIR: INNOVATIONS IN LUXURY, STYLE, AND TECH

The Lucid Air has been widely praised for its innovation and sophistication, leading it to be voted the 2022 MotorTrend Car of the Year. With many innovations in luxury and style beyond Tesla, it provides a unique and distinct experience for owners. And it's clear to see why: the Lucid Air boasts a big battery and compact motors, both of which have been designed in-house, giving it an edge over other EVs in the market. The Grand Touring Performance model can jump to 60 mph in just 2.6 seconds, which is faster than most supercars, and yet can still sail on for an estimated driving range of 516 miles, according to the EPA. This range is enough to get from Boston to Baltimore with leftover electrons, which is more than any other EV currently offers. Additionally, the Lucid Air's stylish exterior and spacious cabin add to its desirability, making it a viable competitor for high-dollar EVs such as the Porsche Taycan, Mercedes-Benz EQS, and the Tesla Model S. Its software interface and almost all of the car's controls are accessed through one of several display screens that dot the cabin, reminding us of Lucid's Silicon Valley roots, now powered by CarPlay. And with the news that Apple is **working on an all-new automotive operating system that will integrate deeply** into EVs, it's clear the Lucid Air will be a frontrunner and one to beat in the months ahead.

Although the Lucid Air comes with a high price tag, it offers luxury, performance, and a range unmatched by other EVs. The new Sapphire model is even quicker, with a claimed 60 mph time of under 2.0 seconds,

making it one of the fastest cars in the world. With its impressive performance, the Lucid Air is a strong contender for high-end EVs, such as the Porsche Taycan and Mercedes-Benz EQS. Even Tesla's Model S. The Lucid Air also offers a range of models and trims, with the Touring model being the most popular. The Touring model offers 20-inch wheels, leather upholstery, in-dash navigation, and an estimated driving range of 425 miles per charge. The Grand Touring trim, which offers much of the Dream's panache, comes with a significantly higher price tag but offers even more luxury and features. The Lucid Air's battery range, charging capability, and maintenance coverage are also noteworthy. It

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has the longest range of any electric vehicle currently on the market, according to EPA estimates, and all Lucid models come standard with three years of complimentary charging via the Electrify America charging network. The Air also features advanced driver-assistance technology. The company is working on Level 3 self-driving abilities, **which are expected to be offered within three years through over-the-air updates.**

However, there are still some missing features that Apple could easily fulfill and, indeed, take the vehicle to the next level. The most important is the self-driving, machine-learning technology that Apple has reportedly been working on for several years. Next up is the deep ecosystem integration that only Apple has mastered. Finally, it's the financial support needed to gain a foothold in the global market and compete with the likes of Tesla.

Lucid and Apple have had a long-standing relationship, with Lucid CEO Peter Rawlinson previously serving as chief engineer for the Tesla Model S, which Apple has reportedly been interested in. Moreover, Apple's former vice president of Mac hardware engineering, Doug Field, now serves as the CEO of the EV manufacturer. By partnering with or acquiring Lucid Motors, Apple could quickly move to the forefront of the race in the EV market. Apple can absorb Lucid Motors' hard-earned experience in developing, launching, offering, and distributing Lucid Air in the US and provide financial support and expertise in areas such as machine learning and ecosystem integration to transform the Lucid Air into the "iPhone of the EV industry." However,

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the integration may come with risks, such as dilution of brand identity and a culture clash between the two companies. If Apple were to acquire Lucid Motors, it would follow the 'Beats' experience, in which Apple bought the headphone and speaker manufacturer for $3 billion in 2014. This acquisition allowed Apple to integrate Beats' innovative products **into its ecosystem and expand its reach in the music industry.** acquisition was one of the biggest in history and paid off for Apple big time, as its AirPods and Beats now make more than many comparable tech companies alone. Apple Music, too, has enjoyed growing success in the US. Indeed, Apple Music now has a reported 72 million subscribers worldwide, **but Spotify is still in the lead.**

Lucid Motors is the most prominent and successful car company that could satisfy Apple's desire to enter the EV market. By partnering with or acquiring Lucid Motors, both companies could fulfill each other's shortcomings by launching the "Lucid Air by Apple (Apple Car)" with a competitive edge in the EV market. This strategy could potentially integrate the innovations of Project Titan into Lucid Air and move Apple to the forefront of the race. The Lucid Air is the closest EV today that can be imagined as an Apple Car. Remember: Apple has been working on its own electric vehicle technology since at least 2014 when the firm initiated "Project Titan," a project aimed at developing an electric vehicle with limited self-driving capabilities that involved over 1,000 car experts and engineers. However, due to internal disagreements and leadership issues, the project underwent several changes over

the years. Although rumors suggested that **Apple had abandoned plans for a car in 2016,** the company resumed its work on the project by 2020. In 2022, Apple **reportedly said it had scaled back its plans for a fully autonomous vehicle** and was now working on a semi-autonomous self-driving car. The car will have self-driving capabilities on highways but will require manual driving in emergency situations and on city roads. Apple's AI and machine learning chief, John Giannandrea, and Kevin Lynch, who previously worked on the Apple Watch, lead the project. Lynch has been instrumental in scaling back the car project to make it more feasible for launch this decade. Apple is developing a powerful chip for the car, which is expected to be the most advanced component the company has designed to date. The chip will use neural processors capable of handling the immense AI load required for an autonomous vehicle. TSMC will manufacture the chip, and the vehicle will also use LiDAR sensors, radar sensors, and cameras to improve its self-driving function.

As Apple has no experience in car manufacturing, the company will need partners to produce the vehicle. It is reportedly in discussions with various companies in the automobile industry, including Hyundai. The Apple Car is likely to be marketed as a high-end vehicle, offering better integration of hardware, software, and services than potential competitors in the automotive market. Apple aims to price the car at under $100,000. Initially, Apple had ambitious plans to design a fully autonomous vehicle that would require no interaction from the driver. However, as it turned

out to be too challenging, the company scaled back its plans, and the car will now have a more traditional design, including a driver's seat, steering wheel, and pedals. The Apple Car will be able to operate in limited self-driving mode on highways, but manual driving will be required on city streets. The car will use LiDAR sensors, radar sensors, and cameras for its autonomous driving function.

Apple aims to launch its autonomous car by 2026, but it might face delays due to the ambitious nature of the project. The company is yet to secure a partner for the car's manufacturing, and the design is not yet finalized. The vehicle will likely feature a large iPad-like touchscreen for its infotainment system, and it will use a new battery design that could reduce the cost of batteries and increase the car's range. Safety is a major focus in the car's design, with engineers building in redundancies and backup systems to avoid driving system failures. A partnership with Lucid Motors could change the fortunes of Project Titan.

With the announcement of wireless CarPlay in all models, the possibility of an Apple-Lucid Motors partnership is now more than a possibility. We could expect further developments and announcements in the coming months as both explore this potential partnership.

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Powerful iOS

THE MAGIC BEHIND THE IPHONE SUPREMACY

Image: Malte Helmhold

When Steve Jobs introduced the iPhone in 2007, he revolutionized the phone industry and changed how we interact with technology forever. One of the key elements that made the iPhone a game-changer was its operating system, iOS, now the company's superpower.

Image: Vlad Yera

IOS: A RUNAWAY SUCCESS FOR APPLE

Developed by Apple specifically for its devices, iOS has become an essential part of the "Apple experience," seamlessly integrating with the hardware and delivering a user-friendly and reliable interface. iOS is the backbone of the iPhone, and iPadOS, a forking of the software, is the same for the iPad. iOS is designed to work seamlessly with the iPhone's hardware, creating a cohesive and intuitive user experience. From the smoothness of scrolling and navigating through apps to the responsiveness of touch gestures, iOS ensures that every interaction with the iPhone feels natural and effortless. iOS plays a vital role in enabling the integration of hardware and software features that make the iPhone unique. For example, features like Face ID, the TrueDepth camera system, and the advanced haptic feedback engine are all made possible by the tight integration between iOS and the iPhone's hardware. This optimisation level allows Apple to deliver an unparalleled user experience that sets the iPhone apart from its competitors. Sure, Apple is not the dominant player in the smartphone industry - **Android holds a much larger market share than Apple's meagre 30%**. Still, it's well-regarded as the best smartphone operating system in the world and one that rivals regularly try to copy. In the United States, however, Android is much less dominant: Apple continues to dominate at 57.22% market share, beating Android by a 14.83% difference thanks to a loyal audience.

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THE HISTORY OF IOS

When Steve Jobs unveiled the first iPhone, he showcased a device years ahead. The iPhone's multitouch interface, intuitive gestures, and visual elegance significantly departed from the traditional mobile phone experience. At the heart of this revolution was iOS, a groundbreaking operating system built from the ground up to deliver a powerful and user-friendly interface. The original iPhone ran on iOS 1, which laid the foundation for what would become a series of significant advancements in subsequent versions. iOS 2 introduced the App Store, opening up a world of possibilities for developers and users alike. With iOS 3, features like copy and paste, MMS, and Spotlight search were added, further

enhancing the functionality of the iPhone. iOS 4 brought multitasking capabilities, allowing users to switch between apps seamlessly. iOS 5 introduced iCloud, enabling automatic synchronization of data across devices. Subsequent versions introduced features like Siri, Apple Pay, advanced camera capabilities, and enhanced security measures, and the rest is history. There's no denying that WWDC is not as exciting as it once was: iOS updates are far less significant in the 2020s than in the 2010s, but that's because Apple has built a product that just works: why tamper with something perfect?

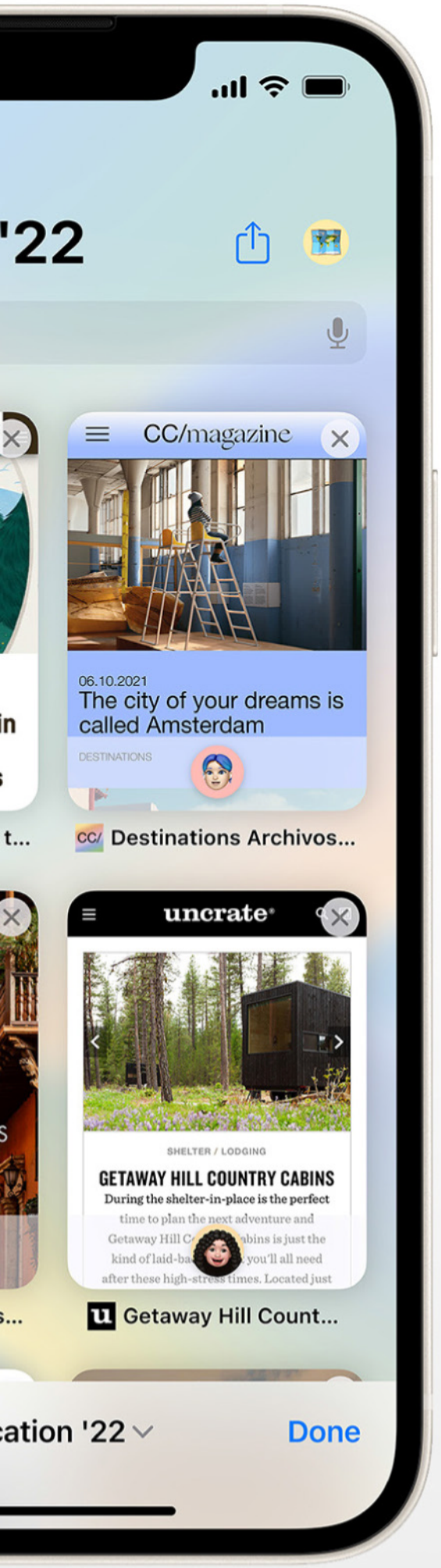
Since its inception, iOS has continuously evolved, adapting to the changing needs and

expectations of users. With each new iteration, Apple has introduced innovative features and improvements to enhance the user experience. One notable aspect of iOS's evolution has been its focus on performance and efficiency. Apple strives to optimize iOS to deliver faster app launch times, smoother animations, and better overall system performance. This commitment to optimization ensures that even older iPhone models can benefit from the latest features and improvements. It does, however, mean that some older smartphones can't run the newest software, and this year, Apple is widely expected to **drop support for older smartphones such as the iPhone 8, iPhone 8 Plus, and iPhone X** in an effort to add more advanced features that older devices simply couldn't handle.

PRIVATE AT THE FORE

Apple has long emphasized the importance of privacy and security, and iOS plays a crucial role in delivering on this commitment. With iOS, Apple has implemented robust security measures to protect user data and ensure the system's integrity. Features like Face ID and Touch ID provide secure biometric authentication, protecting access to personal information on the device. iOS also includes built-in encryption to safeguard data at rest and in transit. Additionally, App Store guidelines and rigorous review processes help maintain a secure ecosystem, ensuring that apps available for download are free from malicious software. In recent years, Apple has taken further steps to enhance user privacy with features like App Tracking Transparency,

Allow "App" to track your activity across other companies' apps and websites?
Your data will be used to measure advertising efficiency.
Ask App Not to Track
Allow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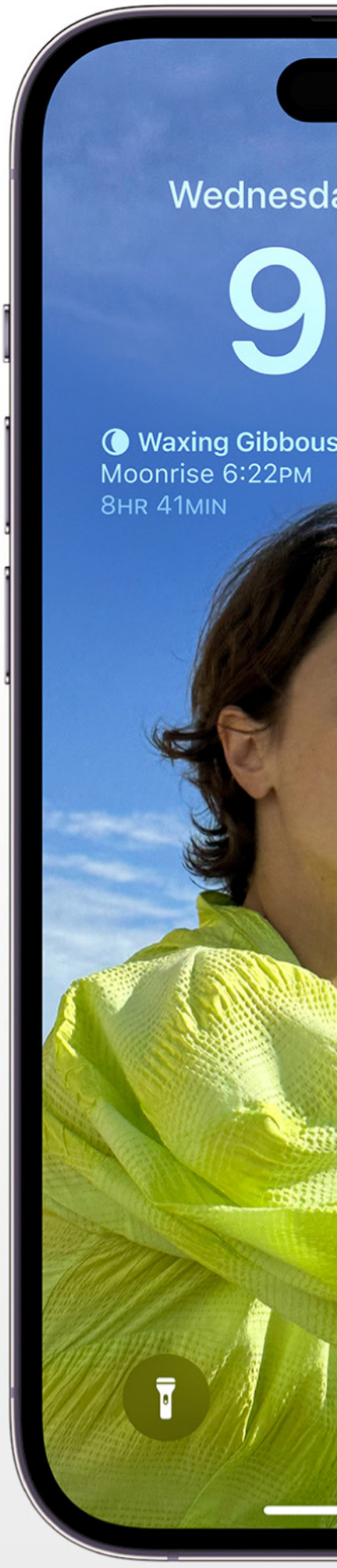
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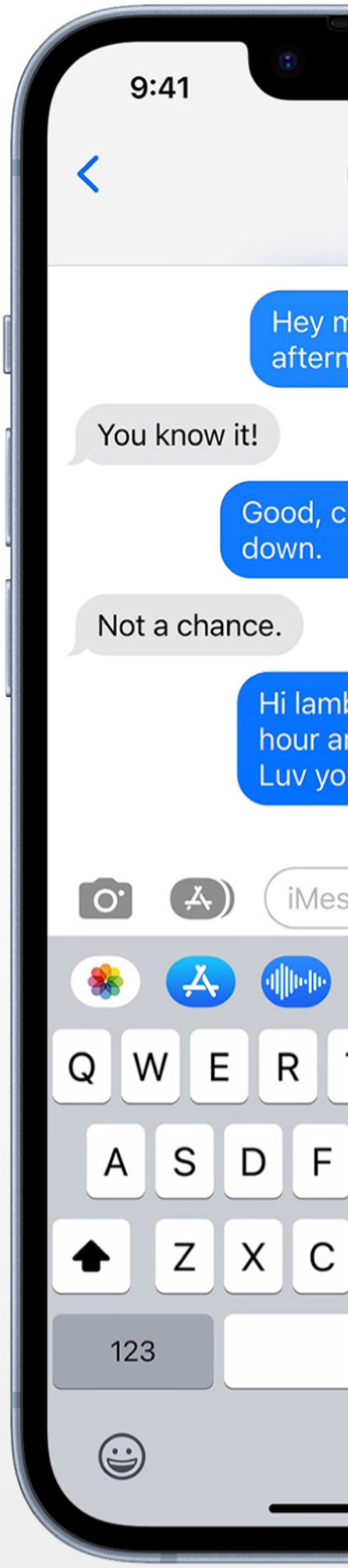
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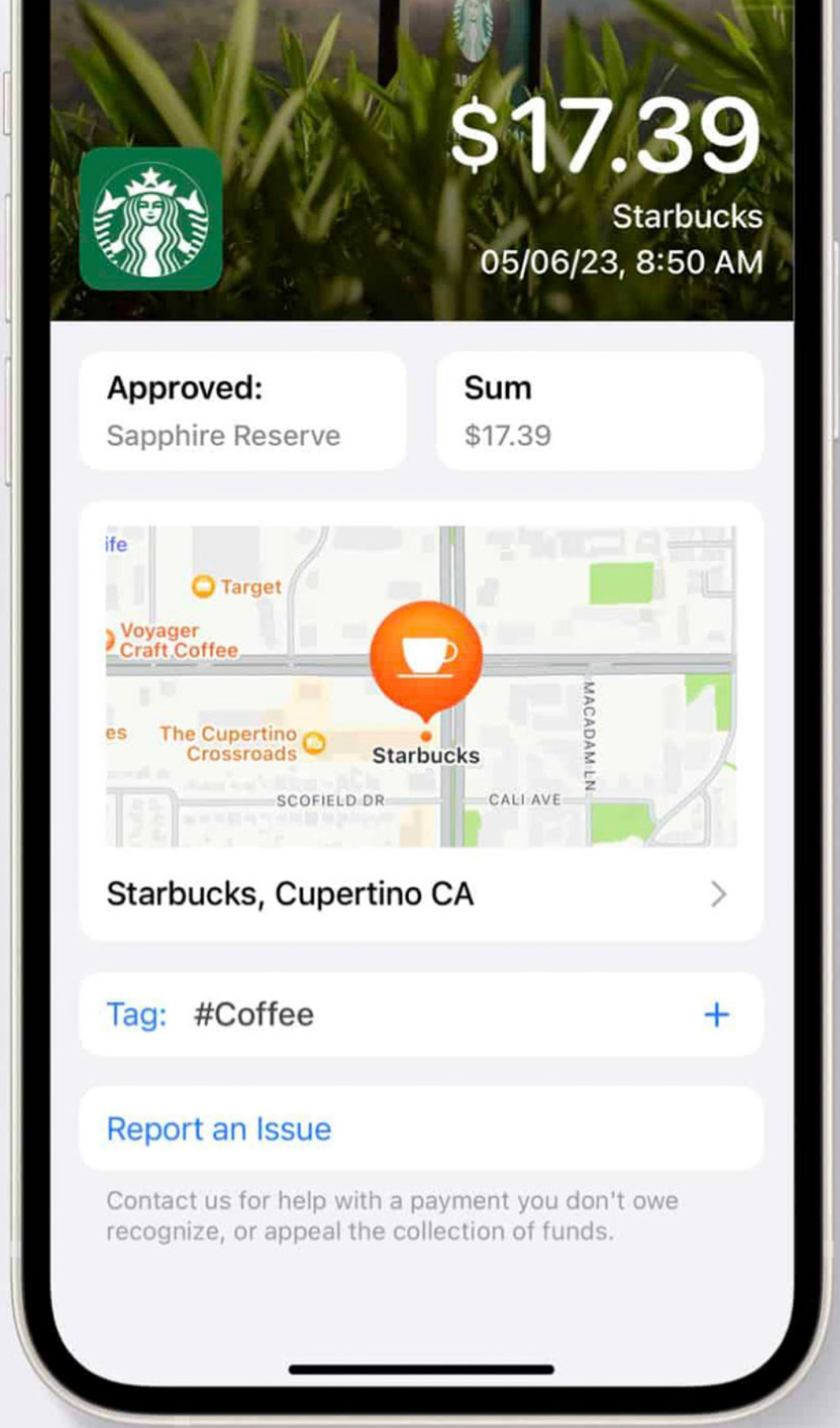
Image: Penfer

which gives users control over how their data is collected and used by third-party apps. With iOS, Apple aims to provide users with peace of mind, knowing their personal information is protected. And that's without mentioning some basics: iOS is closed-source and far less vulnerable to cyberattacks. All software on the Apple App Store is approved manually, and the barrier to entry is much higher than on Google Play, which means you are far less likely to encounter particularly invasive and insecure software. This is a subject of contention, though, and **Apple could announce new custom app stores in the coming months to appease regulators.** What this could mean for privacy remains to be seen.

IOS 17 IS COMING

With iOS 17 just around the corner, the rumor mill has gone into overdrive, and there have been some intriguing leaks about what we can expect from the upcoming update. According to reports, iOS 17 will incorporate some of the most requested features from users, making it a significant update. Some of the anticipated features include a Smart Home Lock Screen, transforming the iPhone into a smart-home display when not in use, and showing useful information such as calendar appointments, weather updates, and notifications. This feature aims to make iPhones more useful as home data hubs. iOS 17 might bring major changes to the Control Center, enhancing its interface and customization options. While specific details are scarce, this update could potentially offer an improved user experience. Dynamic Island, the interactive section on the iPhone's home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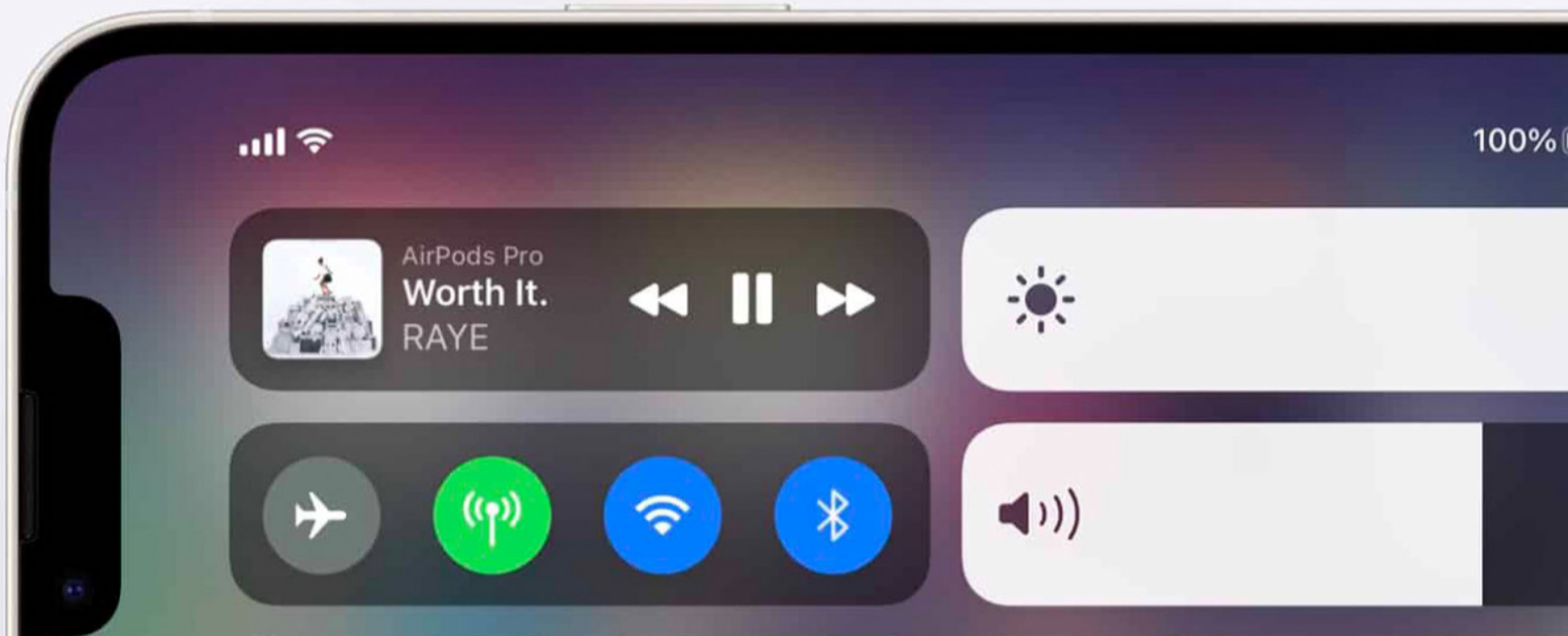
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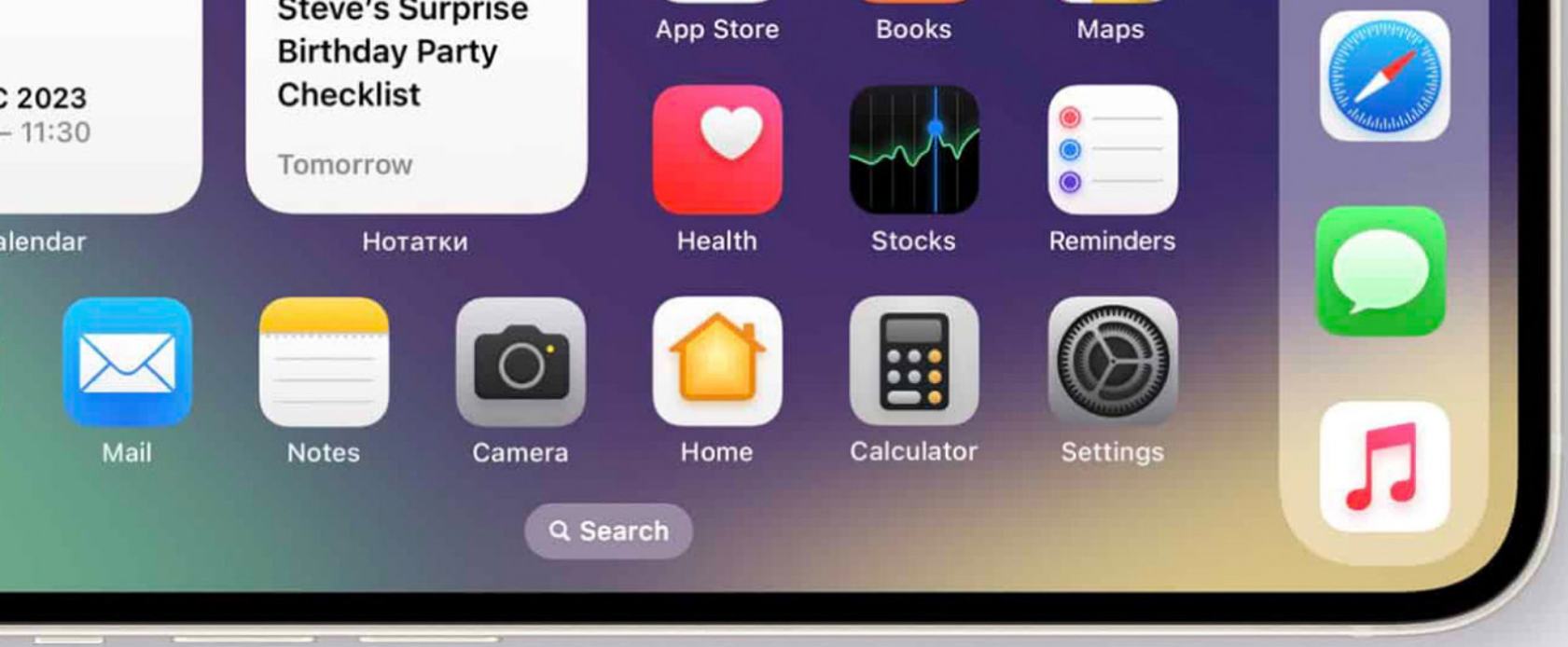
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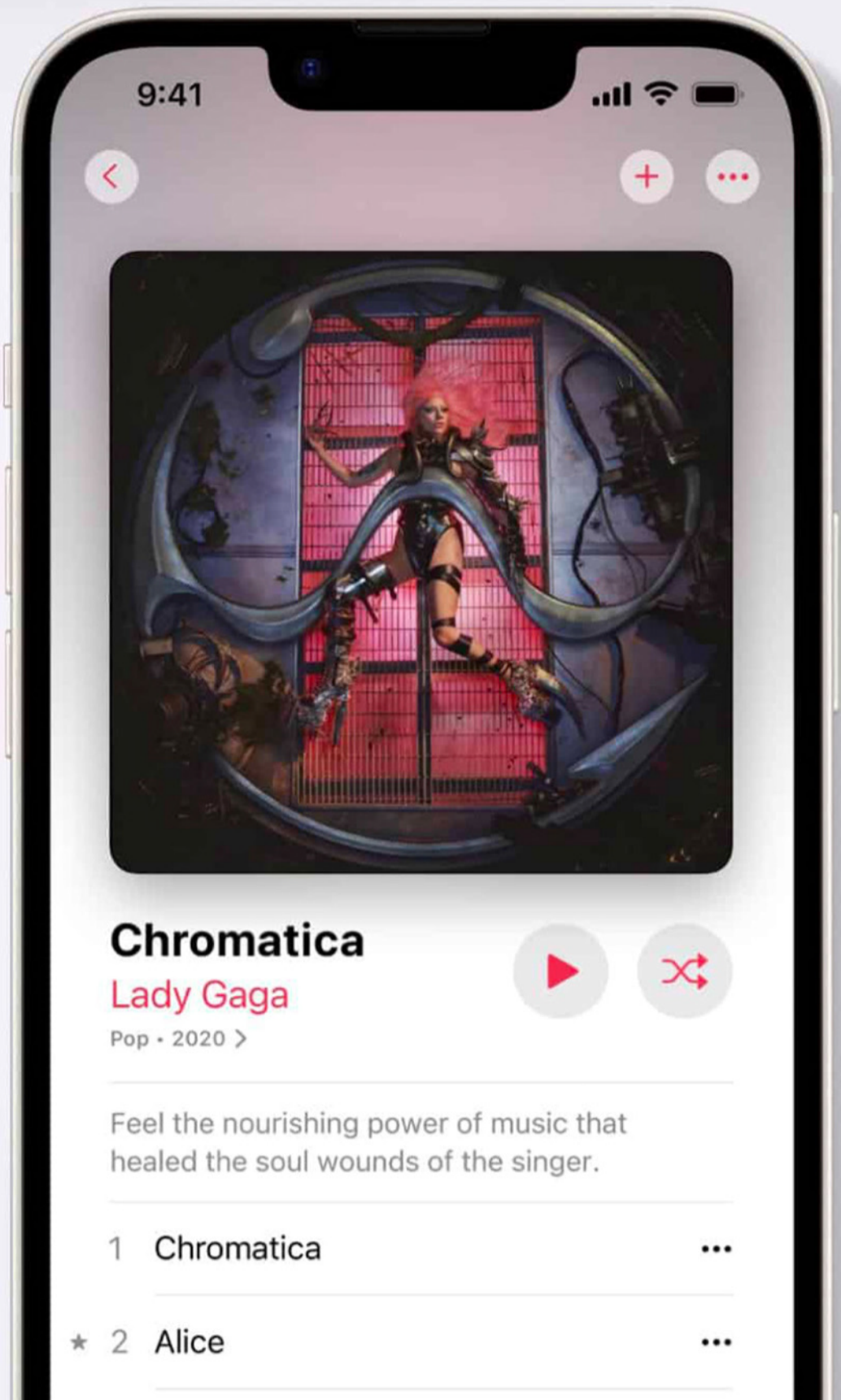
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screen, will receive new functionality in iOS 17. Integrating Siri into the Dynamic Island interface would provide a less obtrusive experience.

Apple is reportedly testing active widgets for the Home Screen and Today View, making them more dynamic and interactive. This feature would provide one-tap buttons, sliders, and other elements for easier access to information, and the update is also expected to bring notable improvements to system-wide search and Spotlight functions. However, specific details have not been disclosed yet. Given Apple's strong focus on privacy, it is likely that iOS 17 will introduce further privacy and security enhancements to protect user data and ensure a secure experience. We'll **no doubt see some integration with its new headset.**

Image: James Yarema

iOS has been the power and soul behind the iPhone since its inception. Its seamless integration with the hardware, fluid user interface, and commitment to privacy and security have made the iPhone a revolutionary device that has shaped the smartphone industry.

FaceTime
Safari

With each iteration, iOS has evolved, introducing new features and enhancements to provide an exceptional user experience, and we can't wait to see what comes next as part of iOS 17.

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DEEP DIVE INTO THE BRAND NEW CAMERA SET ON IPHONE 15 PRO

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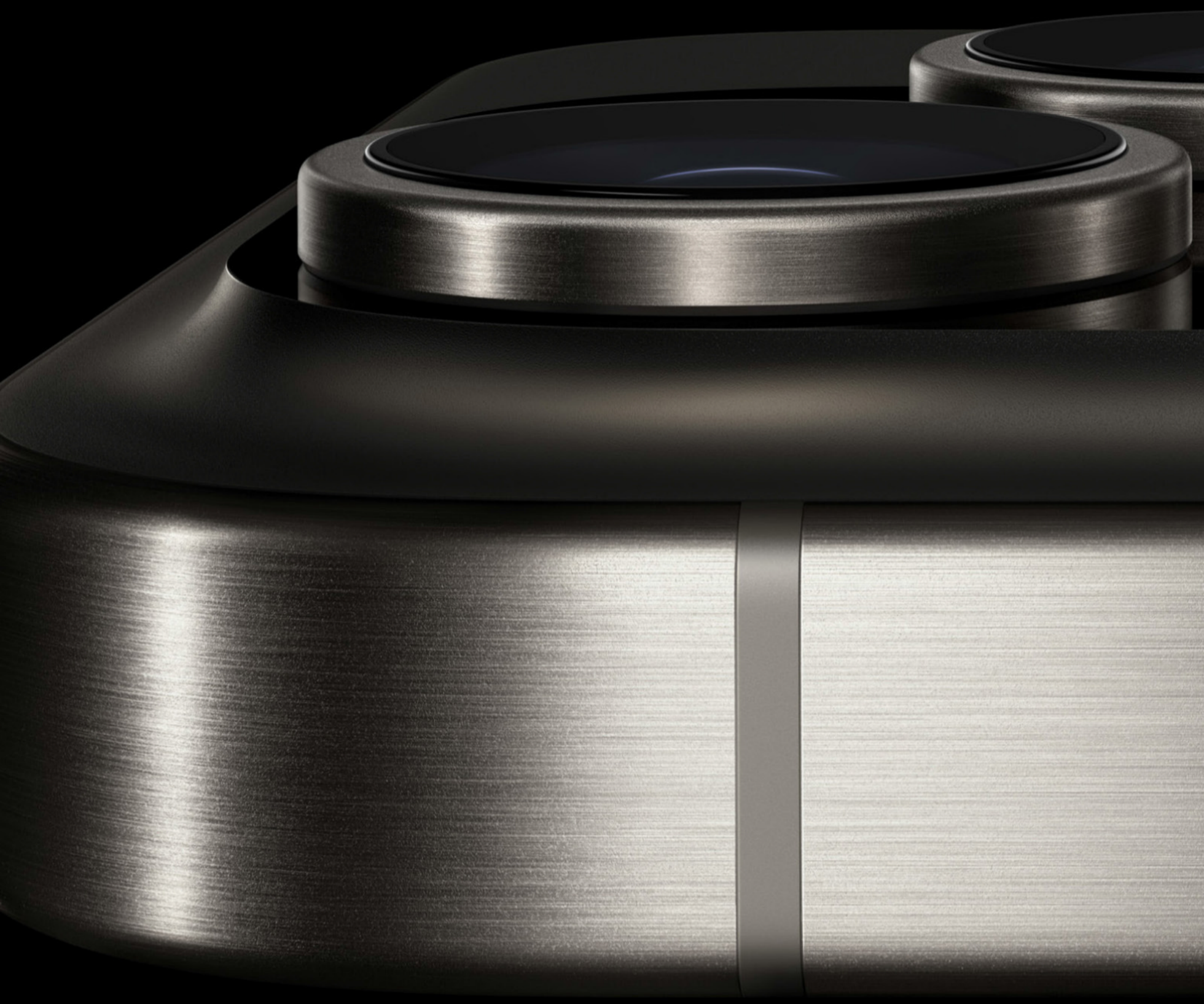
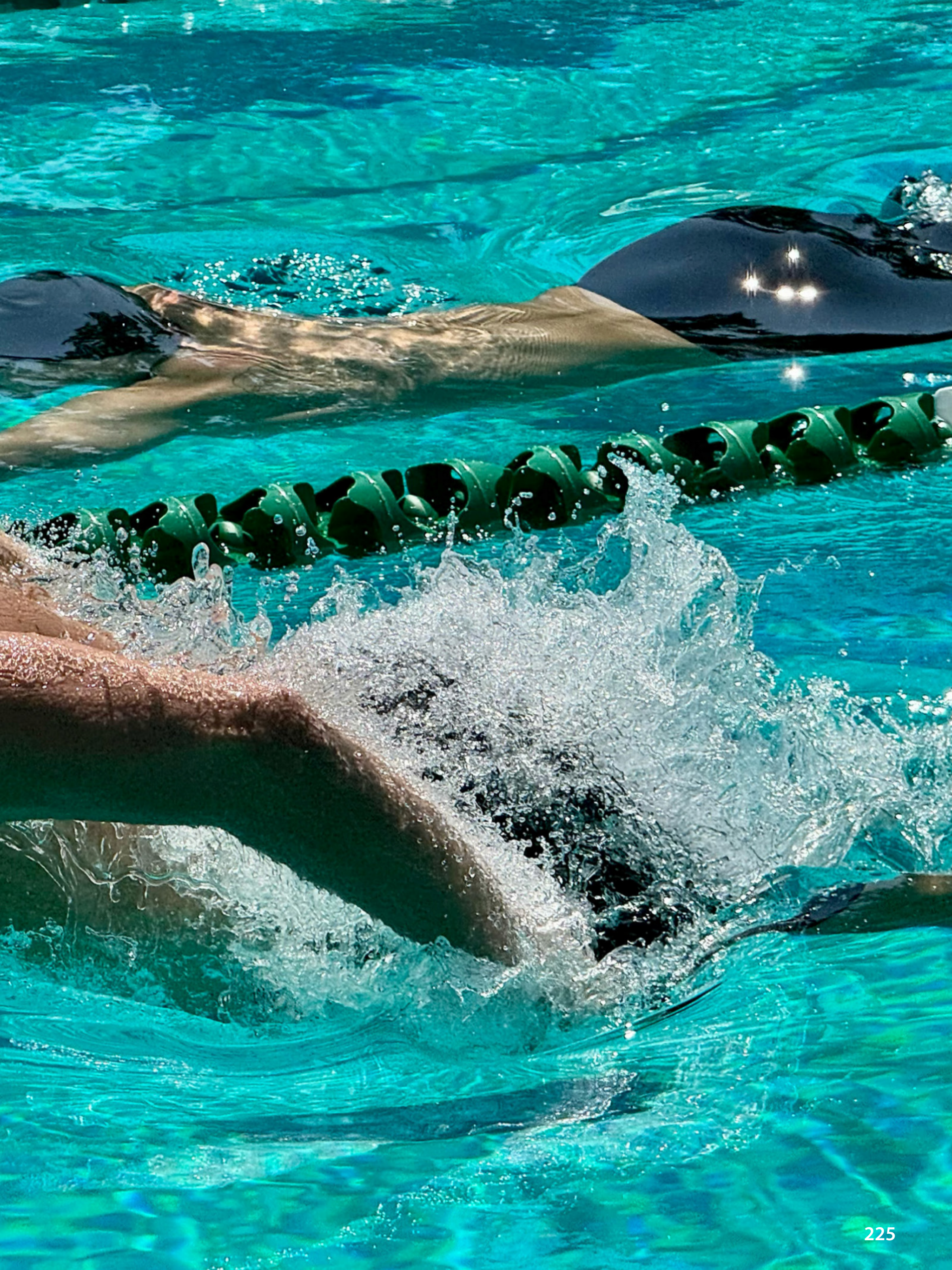
The Apple iPhone 15 Pro Max is the talk of the tech world, with its camera capabilities pushing the envelope even further and offering professional users even more tools to shoot cutting-edge videography and photography from their pockets without a DLSR in sight!





Spatial video

AN EVOLUTIONARY LEAP

Apple might have kept the 48-megapixel Main camera introduced with the iPhone 14 Pro, but the all-new A17 Pro chip brings new capabilities to this already impressive hardware. The camera features a 24mm focal length, an ƒ/1.78 aperture, and second-generation sensor-shift optical image stabilization. This combination ensures less movement and crisper photos and videos, even in challenging conditions. This year, Apple has introduced a 24-megapixel setting via the Photonic Engine, a significant upgrade from the previous 12-megapixel. This offers ultra-high resolution without significantly increasing the file size, a balancing act photographers will appreciate. Both the 24-megapixel and 48-megapixel photos can be saved in the standard HEIF image file format, providing flexibility without the need for RAW, which is often cumbersome - and thanks to the iPhone's USB-C port, **moving them to a Mac for editing is easier than ever.**

Apple's computational photography capabilities are nothing short of revolutionary. Users with iPhone 15 Pro Max models can now switch between 24mm, 28mm, and 35mm focal lengths, effectively mimicking what's possible with a DSLR camera. These focal lengths are accessible when taking a photo and are reflected as distinct zoom levels. Apple claims the triple-lens camera and variable Main camera options equate to having seven lenses at your disposal. The bold claim seems increasingly credible, given the device's capabilities.

IMPRESSIVE NEW TECHNOLOGIES

The Ultra-Wide camera on the iPhone 15 Pro Max comes with an *ƒ*/2.2 aperture and serves a dual purpose by functioning as a macro lens. This is particularly useful for capturing intricate details in subjects close to the lens, offering photographers more versatility without needing additional equipment. This year, the Telephoto lens sets the Pro models apart from the standard iPhone 15 models. The iPhone 15 Pro Max features a Telephoto system that allows for 5x zoom, thanks to its innovative folded glass structure, known as tetraprism technology. This technology reflects light four times, enabling a longer focal length of 120mm. Coupled with 3D sensor-shift optical image stabilization, the Telephoto lens delivers crisp photos even at maximum zoom. This is a significant leap forward in mobile photography, offering capabilities previously only possible with high-end cameras.

The iPhone 15 Pro Max supports up to 4K video recording at various frame rates, including 24, 25, 30, or 60 frames per second. This range allows for greater creative freedom, whether shooting a cinematic masterpiece or capturing high-action scenes. The device also offers HDR recording, ProRes video, Cinematic mode, Action mode, slo-mo video, and time-lapse, making it a versatile tool for any videographer. Apple **has announced that the iPhone 15 Pro models will also support 3D spatial videos later this year.** These will be viewable on the upcoming Apple Vision Pro headset, promising to make "memories come alive." While the full capabilities of this feature are yet to be seen, it represents an exciting development in the realm of mobile videography.

MORE SOFTWARE OVERHAULS

As well as introducing some impressive new hardware, it's worth discussing software and its impact on picture quality and performance. Apple has redefined Portrait mode, enabling automatic depth detection for people or pets. This feature eliminates the need to pre-select Portrait mode, making the user experience more intuitive. Background blur can be adjusted, and focus can be shifted between objects in the scene, offering a level of post-capture control often missing in smartphone photography. The iPhone 15 Pro Max continues beyond the basics, offering features like Smart HDR 5, which recognizes one or more people in a scene and optimizes contrast, lighting, and even skin tones, and Photonic Engine, which combines the best pixels from a high-resolution image and an image optimized for light capture, leading to a 24-megapixel image with unparalleled detail.

Photographic Styles allows for intelligent, adjustable filters that selectively apply to an image, offering a range of styles without affecting skin tones. Night Mode aggregates images over a few seconds to allow for photography in extreme low-light conditions. Deep Fusion works in mid to low-lighting needs to bring out texture and detail. Macro Mode activates when you are close to a subject, shifting into Macro for intricate detail capture.

THE REVIEWS ARE IN

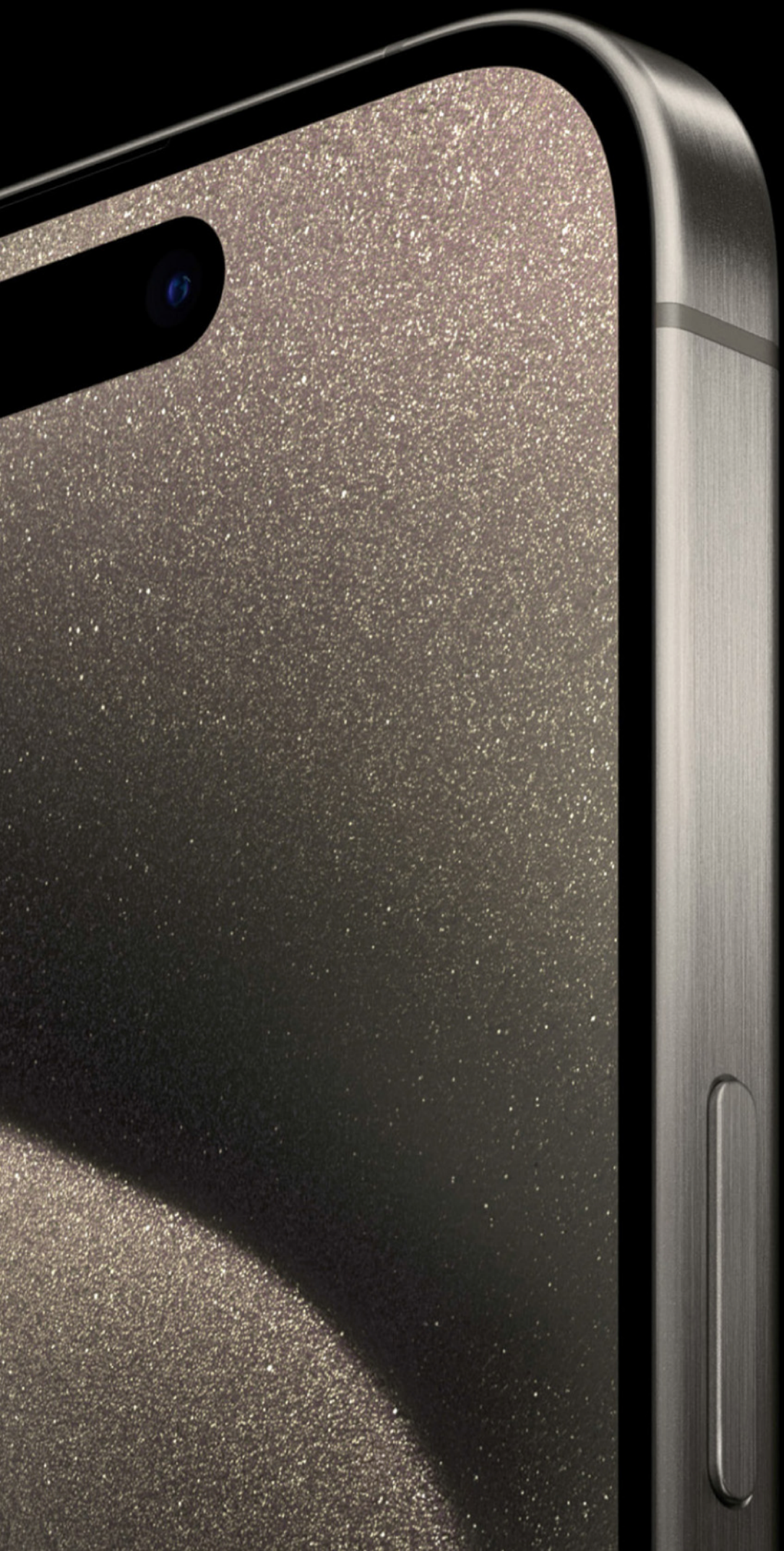
Speaking of the new camera rig on the iPhone 15 Pro and Pro Max models, Digital Spy said: "The new default 24MP output from the main sensor is fantastic, as is the option to shoot a

high-res 48MP shot in good lighting conditions. We also like that you can pick a few focal lengths (24mm, 28mm and 35mm). This isn't quite the same as a simple zoom, **with Apple applying some computational photography magic to these shots."** During testing, Lance Ulanoff of TechRadar said that the new camera delivered "eye-popping images," adding that "the colors are brighter and, with the exception of maybe a just too-blue sky (possibly a result of more aggressive use of smart HDR), the most accurate I have ever seen from a smartphone… Portrait photography – including that taken with the front-facing TrueDepth camera – got a huge upgrade with access to Apple's Photonic Engine. **Night photography is better, too. I noticed less green in the star photography and more stars."** Phone Arena complemented the iPhone's new zoom models, writing: "You can see a big improvement in quality at 5X and 10X zoom levels with clean detail and excellent stabilization, **so shots turn out crisp both during the day and in low light,"** but MacWorld wasn't quite as impressed. "There's nothing to "wow" you about the iPhone 15 Pro Max's camera. Apple's image processing still seems a little aggressive and can give your images a bit of an over-smoothed and over-saturated look, but the bump to 24 megapixels does help give sharp detail without as many sharpening artifacts," **they wrote in their piece.**

Tom's Guide compared the new iPhone with a Samsung flagship, writing, "In side-by-side testing with the Galaxy S23 Ultra, the iPhone 15 Pro Max delivered a sharper and warmer picture at 5x. **But at 25x digital zoom, the**

iPhone's shot has more noise and less definition." The Verge added, "A 5x lens will get you meaningfully closer to distant objects so you can play around with compression or frame a shot of that famous bridge without a lot of stuff in the foreground." It also made comparisons between the iPhone and other models, writing: "Overall, Apple seems to be staying the course relative to Samsung and Google. The Pixel 7 Pro does a little better in

night mode, where the 15 Pro and Galaxy S23 Ultra are a little more prone to the watercolor effect. The iPhone's jump to a 24-megapixel image means there's more detail there for the taking straight from the default JPEG, but normalized to the same viewing size, **I see about the same level of detail across the three cameras."**



The Apple iPhone 15 Pro Max is not just another smartphone with a good camera; it's a technological marvel that pushes the boundaries of what's possible in mobile photography and videography. It's time to upgrade your device and get out there to take some pictures!

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